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JAN 30 1928

# Kellogg's

## Berry Book



KELLOGG'S  
PREMIER

The  
FROST-  
PROOF  
Strawberry.

Described  
on page 13.

*Great Crops of*  
**STRAWBERRIES**  
*And How to Grow Them*

# Mastodon

## The Jumbo Everbearer



MASTODON EVERBEARER is a big grower and a big producer of big, bright red berries.

Mastodon berries are fully as large as the berries shown in this dish. This picture is an accurate representation of Mastodon as to size, shape, and color.

Set Mastodon plants this coming spring and begin picking big berries like these in August and continue to pick until late in the fall. For a more detailed description see page 14. You can buy Mastodon plants this year at a price you can well afford to pay.

### DELIVERED PRICES

25 plants.....	\$1.25	250 plants.....	\$ 5.75
50 plants.....	1.90	300 plants.....	6.65
75 plants.....	2.50	400 plants.....	8.10
100 plants.....	3.05	500 plants.....	9.50
125 plants.....	3.50	1000 plants.....	18.00
150 plants.....	3.95	2000 plants.....	32.00
200 plants.....	4.85	3000 plants.....	45.00





# Just Visifin'

**R.M.Kellogg Co.**

Breeders of  
**Thoroughbred Pedigree  
Strawberry Plants**

From F. E. Beatty,  
Three Rivers, Michigan  
To You.

Three Rivers, Michigan, 1928

Here goes for another visit with you folks and while we're at it let's make it a good one. Now, don't let me do all the writing, I want you to write me a letter and send me a picture of your berry patch; tell me about your big crops and big profits.

Speaking about big profits, I just had a letter from J. W. Jones of Argillite, Kentucky giving his experience with Kellogg Thoroughbreds. He made \$588.50 from a quarter acre. That's fine for Jones, but how about your profits? Kellogg plants are not partial; they'll do the same for you as they have done for Jones.

Some folks say a berry plant is a berry plant; so is a horse a horse, but you know as well as I do that some horses will pull and pull hard while other horses balk. Kellogg Thoroughbreds are balkless plants; they will pull a big profit right out of your ground no matter where you live or what kind of soil you have.

No matter where you buy your berry plants or how little you pay, you are sure of roots and tops, but you want more than just roots and tops. You want a big crop of berries and Kellogg Thoroughbreds are noted for their big crops.

Let's be frank with one another. If you have any secrets on berry growing, send them to me and I'll keep them for you. You can be "Frank" with me because that's my name. What's your name? I'd like to see your name on our order books if it isn't already there. If it is there, "put 'er there" again this year.

Be sure and read the rest of this book. Every page has something that will interest you; it's all facts written from actual experience in a homely way by a homely man for common sense thinking folks.

I hope you like this book. If there are any pages you don't like, tear 'em out and send 'em back and tell me how to make 'em better. Come and see us sometime. We have several beds that are not working, extra places at the table, plenty of "tools" to work with, and the kind of grub that sticks to your ribs.

Don't forget to write and when you want the very best berry plants, trees, and shrubbery, right here in Three Rivers is the best place in the world to get what you want. Everything is going fine here and I hope all is well at your house.

Sincerely yours,  
*F. E. Beatty*



# Thorobred Pedigree



## What a whale of a difference those two words make

*Thorobred Pedigree* means the same in berry plants as it does in hens. Berry plants can be bred and fed for heavy fruiting, just the same as hens can be bred and fed for heavy laying.

*I have just read of one hen that laid 329 eggs in 365 days and four pullets in this same flock averaged 273 eggs each in one year. Eggs are in the hens and berries are in the plants.*

*The hens referred to require no more feed than a poor laying hen; neither will Kellogg Thorobred Pedigree Plants require any more feed and care than poor unfruitful plants. It takes more than just feathers, meat and bone to produce eggs and it takes more than just roots and tops to produce berries. Breeding and selection are the important factors.*

*The picture at the top shows Kellogg Thorobred Pedigree plants growing in the propagating field. Note the even growth, no variation, all bred and fed for heavy fruiting; all thorobreds.*

*The single plant shows the root and crown system. Such plants have sufficient vitality stored within them to insure you a big, quick growth and a big crop of choice berries.*

*The next picture shows the plant in full bloom one year after planting. The picture at the bottom shows the plant in full fruit; most of the foliage has been removed from this plant to show the berries.*

*When you buy your hens, consider the eggs rather than the price you pay for the hens and when you buy your berry plants, consider the berries instead of the price. The additional eggs and berries will soon pay back the additional cost of your hens and plants. Sounds reasonable, doesn't it?*



# Yes! You Can Buy Berry Plants Cheaper than Kellogg Plants



## Dollar Blinders

*You can't make dollars when your eyes are blinded with pennies. A few pennies saved when you buy your berry plants may lose you many dollars when you sell your crop.*

*It takes one hundred cents to make a dollar and good "sense" to invest that dollar where it will make more dollars.*

*It's the big crop that makes the big profit.*

## But They'll Cost You More in the End

*Yes, I'll admit you can buy berry plants for less than you will pay for Kellogg's because it's the truth. Sometimes it hurts to tell the truth, but in this case the truth won't hurt me and it may help you. When the truth won't fit into my business, I'll quit the business.*

*What are cheap plants? Plants which will give you the biggest crop and biggest profit are the cheapest plants you can buy no matter what you pay. Kellogg Pedigree Plants will do this. It's not what you pay but what you get which determines your bargain.*

*One day last year a man came here for Kellogg Plants. He drove 100 miles. He had bought 16,000 of "so-called" cheap plants at*

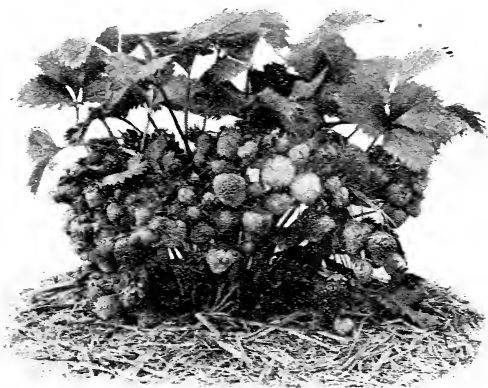
*a low price, but the vitality of these plants was a little lower than the price. He lost his money, time, and a year's profit. He learned his lesson but he paid too much for the lesson. Now he is glad to pay the Kellogg price for Kellogg quality.*

*Some of you folks who are reading this page right now have had this same experience. You have learned your lesson.*

*I am not going to try to make you believe that we can furnish you with \$10.00 worth for \$5.00. You don't expect it. You want only your money's worth and that's what you are going to get or your money back. Order with that understanding. You are the boss.*

## We Didn't Raise This Plant to be a "Soldier"

Do Kellogg Thorobred Pedigree Berry Plants "soldier" on the job? No sir, they *do not*. Every Kellogg Thorobred is raised to produce. Look at the specimen plant shown here. The extra berries from such plants will repay the extra cost of the plants ten times over.



Columbus, Ohio, 8/15/27

Kellogg's plants made me a profit of \$25.00 for every dollar invested.

J. F. Shela.

# Start Right

## and You'll Make Money

*Did you ever watch a horse race?* Even a horse knows that the right start means a good finish. All you require to make money in the berry business is just common, plain horse sense.

*Your right start in the berry business* is the plants you set. It's the plants that produce the berries. Breeding, training, and feeding puts the big crops of berries in the plants the same as it puts speed into a race horse. It's just as plain as A, B, C; it's common sense, it's the laws of nature. Like begets like and it can't be otherwise.

*A well bred, heavy fruiting mother plant* will produce a well bred, heavy fruiting runner plant because the runner plant is a *part* of the mother plant.

*You will read in this book* about the big crops of berries. These big crops were in the plants before the grower ever set the plants. When we send you Kellogg Thorobred Pedigree Plants, the foundation or making of the crop goes with the plants.

*I am talking common sense* for common sense thinking folks. No one can contradict what I say on this page or any other page of this book. The truth cannot be contradicted or denied.

*Anyone who says* that proper breeding, selection, and feeding will not increase the fruiting power of berry plants, doesn't know what he's talking about. Common sense and 34 years of experience has taught me that there is a big difference.

*You can make money* in the berry business or you can lose money. Start right with well bred, heavy fruiting plants and you'll make money. Start wrong and you'll lose money. It's all in the start.



Rev. Alb Dede, Defiance, Ohio.

Defiance, Ohio, July 2, 1927.  
My 2,000 Kellogg plants yielded 2,837 quarts. Receipts in cash were \$354.42, net \$309.62. Yours truly, Alb Dede.



Adam Armstrong, Mt. Clemens, Mich.

Mt. Clemens, Mich., R. 2, July 18, '27.  
From the one-fourth acre of strawberry plants purchased from you in 1926, I sold 1,728 quarts for \$464.85; cost of picking 5c per quart, a total of \$86.40, leaving a net balance of \$378.45. I am well satisfied with my purchase and have recommended Kellogg berries to several of my neighbors. Yours truly, Adam Armstrong.

# Bill Hileman Started Right



Bill Hileman.

A few years ago Bill Hileman of Cassopolis, Michigan, started in the berry business with Kellogg Thorobred Pedigree Strawberry Plants. He started right and has made money right from the start. You could not make Hileman believe that there was no difference in the fruiting qualities of berry plants. He is all "Kellogg". He will tell you more about Kellogg Pedigree Plants than I will tell you.

The profits from less than two acres built and paid for Hileman's barn pictured on this page. It cost a little better than \$4,000. All from less than two acres of strawberries.

The house you see here is Hileman's happy home. The table in this house is supplied with the very choicest berries that grow. The field scene at the top shows Hileman's pickers picking the berries. That's Hileman standing, he is right on the job. At the bottom is a crate of Hileman's berries. Note the label across the top of each box. Folks don't ask for just berries, they ask for Hileman's berries.

No, Hileman is not well located for the berry business. He is not on a main traveled road. You go down a lane a quarter of a mile to get to Hileman's place. He does no advertising, he has no signs; his berries are his advertisement. Folks drive from far and near to get Hileman's berries and here's the answer. Folks will drive a long ways to get better berries than they can get at home.

Hileman is just an eighty-acre farmer.

You never met happier folks than Mr. and Mrs. Hileman. They have plenty and some to spare. Kellogg Thorobred Pedigree Plants put Hileman's farm on a money making basis and made the Hileman's independent.



# *It's Easy —*

## **To Get Big Crops and Big Profits**

### **With Kellogg Berry Plants**

*Here is a quotation from the Electric Magazine. Read it and get the "current". It will "shock" the "can'ts" and electrify the "wills."*

*"There are three kinds of people in the world — the wills, the won'ts, and the can'ts. The wills accomplish everything; the won'ts oppose everything; the can'ts fail in everything."*

#### **A \$450 Quarter Acre**

August 15, 1927

I purchased \$16 worth of strawberry plants in March, 1926. The plants grew fine and from this \$18 worth of plants, we picked 3,065 quarts of the finest berries on the Columbus market. These berries were sold wholesale and brought almost \$450. I think 3,065 quarts of berries from one-fourth acre is quite a yield and I am sure no other plants except Kellogg's could produce such a yield. I shall want more plants next spring and nothing but Kellogg's would satisfy me.

J. F. Shela,  
Columbus, Ohio.

#### **\$500.00 to \$1200.00 Profit Per Acre**

*The letters on these two pages will give you a vision of big crops and big profits. These growers are all "wills". The "won'ts" and "can'ts" haven't tried yet.*

*Kellogg Thorobred Pedigree Plants will hit the \$500 to \$1,200 per acre mark easy. It's as sure as "shootin". Some growers who aim high, hit higher. Make big profits your "target" and aim high. It's better to shoot above the mark than under it.*

### **\$100 to \$300 Profit from the Small Garden**

*Is your garden making from \$100 to \$300? If not, why not? Do you like strawberries? Are you getting all you can eat the year round? Did you ever taste a big Kellogg strawberry picked red and ripe, fresh from the vines? Grow Kellogg strawberries in your own garden and see how deliciously good they are. Kellogg berries are different. You will say so when you see and taste them—yum, yum.*

*Grow Kellogg's and give your family a real treat in strawberries. Watch the little plants grow into big plants. When the big red berries begin to come out of their hiding place you will wonder how nature ever stored so many berries in such a small storehouse.*

*Your garden is going to grow something. Will it be weeds or strawberries? Plant a Kellogg garden this year. Eat until you are satisfied, and then put \$100.00 to \$300.00 profit in the bank.*

#### **A \$300 Garden**

July 10, 1927

I am Robert A. McChesney of Franklin, Pennsylvania, another satisfied Kellogg Customer. I cannot express in words how thankful I am to you for your plants and instructions. I have now picked and sold 1,250 quarts of choice berries from only 300 Kellogg Plants and got 25c per quart for most of them, and have lots of berries to pick yet. The Kellogg Plants are wonderful. From only 50 Premier plants I picked and sold \$18.25 worth of choice berries and used a good many at home.

Robert A. McChesney.  
Franklin, Pennsylvania.



# Thousands Are Making Money the "Kellogg Way"



J. D. Dulaney,  
Stockport, Ohio.

Stockport, Ohio,  
May 21, 1927.

Hello Frank:

Here is the third order I have sent you within the last three years and if your plants had not given me satisfaction, *one order* would have been all. I have one acre in berries and they are fine, made me more money last year than

the rest of my farm of forty acres and I think I will do the same this year.

Yours truly,

J. D. Dulaney.

Kennedy, N. Y.

Aug. 2, 1926.

We had a wonderful crop of berries; we picked 2,700 quarts of the most beautiful berries I ever saw grow. You certainly made us up a wonderful collection. Our berries sold in advance of the market all season, while other growers here were begging

for buyers at any price. These 2,700 quarts were picked from only 2,000 Kellogg plants. Our average price was 22c per quart, which made us \$594 from the one-quarter acre.

Respectfully yours,

A. H. Reed.

Bessemer, Mich.

Two years ago I purchased 6,500 Kellogg plants from you and had very good returns from them considering the land I had to plant them in. I picked and sold nearly 9,000 quarts at an average of 20 cents per quart. (\$1,800 per acre.) From now on I will purchase ~~none~~ but Kellogg Plants.

George Beaudette.



Geo. Beaudette,  
Bessemer, Mich.

It is a great pleasure for me to tell you what I know about the Kellogg Thorobred Plants. I am a seamstress, and as you know this is a rather tedious occupation, and so I decided that a little outdoor work would be beneficial. I started with a Kellogg Garden which has proved to be a wonderful benefit to me both in the change of work and helping out financially. In one year I sold \$130 worth of berries from this garden, and besides had all the berries I could use at home and gave a great many to my friends. The Kellogg Thorobred Plants are truly wonderful. My berries sold readily at 30c per quart.

Mrs. Dora Snow, Craig, Neb.



Mrs. Dora Snow,  
Craig, Neb.

Amagansett, N. Y.

On April 14, 1924, I bought 3,000 Kellogg Plants. Picked the first berries June 6th, 1925, and finished picking July 10th. My crop totaled 2,692 quarts; total sales \$562.75; total expense \$94.73, leaving my net profit \$468.02 from less than one-third acre, which is at the rate of \$1,304 per acre.

H. L. Mulford.



H. L. Mulford  
Amagansett, N. Y.

Ridgefield, Conn.

I have less than a quarter acre planted to Kellogg Thorobred Pedigree Strawberry Plants and could have sold five times as many berries.

The 2,000 Kellogg Plants which I set produced 2,863 quarts of choice berries which brought me \$777.03. My net profit on this one-quarter acre was \$627.03. My berries were nearly all sold to one grocer in a small town nearby who sold them to his customers at 35c to 40c per basket.

Dr. H. J. VonHagen.



Dr. Hugo J. VonHagen,  
Ridgefield, Conn.





# What Variety Shall I Grow?

*The varieties you should grow should depend upon the season you wish your berries to ripen. For extra early berries, take Early Bird and Kellogg's Premier; for your mid-season berries, use Dunlap, Dr. Burrill, and Gibson; for your late berries, use Kellogg's Big Late and Kellogg's Beauty, or Magic Gem, Delicious or Marvel. For your everbearers you will find Progressive and Mastodon extra good.*

## Let Me Help You Decide

*With the choice varieties we are offering this year it will be easy for you to make up your order, but should you want help, I will make up a selection for you. Just tell me how many plants you want or how much you wish to invest in plants, or give me the dimensions of the piece of ground you propose planting, and I will make up a selection that will give you a big crop of choice berries.*

*We want you to grow a big crop. The bigger your crop, the more Kellogg plants you will buy. When we help you, we are helping ourselves. Part of my work is in helping Kellogg customers get started with the right varieties and in the right manner. I want you to get started on the right foot so you won't stumble.*

*I believe that we were put on this earth to be good neighbors, to help others through a sincere, unselfish service. In this way we are sure to leave the world a little better because of our having been here.*

## We Answer Questions

*When you want to "make sure" ask questions. When you are writing for special information, ask your questions first and number them 1, 2, 3, 4, etc. Do this and you will get your answer quick. After you have asked your questions you can do your "visitin".*

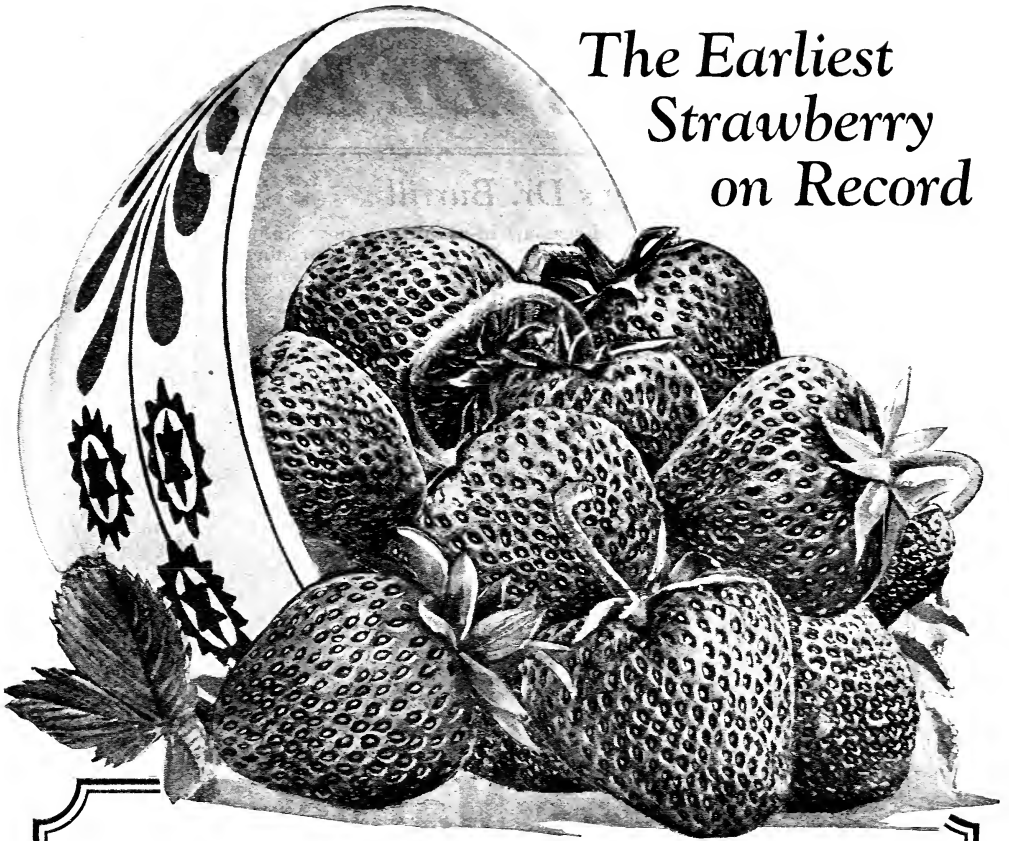
*I like to hear about your family, crops, and other things, but when we mix business with family affairs it "sorta" musses things up a bit. We want to help you grow bigger crops of better berries.*

*You are entirely welcome to our forty-six years of experience. Just help yourself like you do at a "potluck" supper. We have no secrets, it's all yours for the asking.*



Answering your questions is my favorite job.

# The Earliest Strawberry on Record

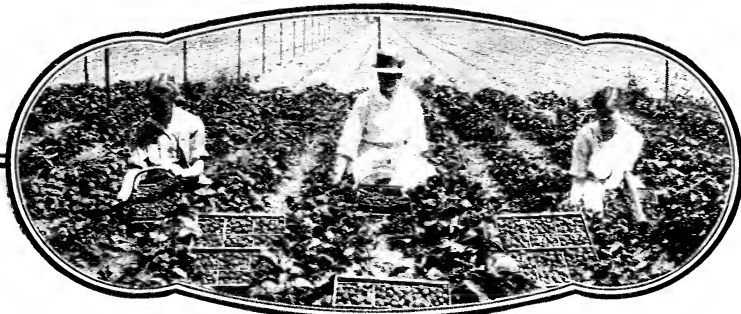


## Kellogg's Early Bird

*Earliest Strawberry on Record*

*Extra early bi-sexual* (male). A strong, persistent grower, with large, smooth, spotless leaves. Productive and the berries are large and perfectly formed, just like a top. The color is a bright snappy red, flavor mild and delicate, a good shipper, good keeper, and most delicious for home use.

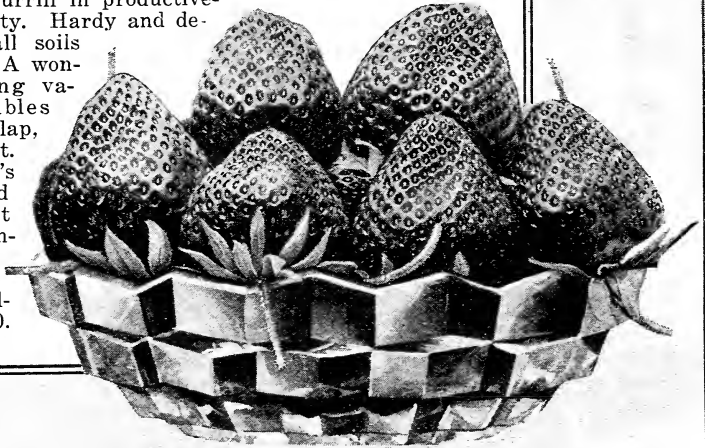
*We like it here* and I believe you will like it. Fruits and behaves fine under our conditions and I am confident it will fruit well for you. Try it and see. That's the only way you can tell. Fruits best in narrow rows. For prices see column 3, page 40.



# Kellogg's Dr. Burrill

## Kellogg's Dr. Burrill

*Kellogg's Dr. Burrill*, mid-season, bi-sexual, is now known wherever strawberries are grown. No variety ever produced a more beautiful berry than Dr. Burrill. Nature and human efforts have never yet produced a mid-season variety that will surpass Dr. Burrill in productiveness and quality. Hardy and dependable in all soils and climates. A wonderful canning variety; resembles Senator Dunlap, its male parent. Order Kellogg's Dr. Burrill and be sure that you get the genuine Dr. Burrill plants. Priced in column 3, page 40.



# Kellogg's Marvel



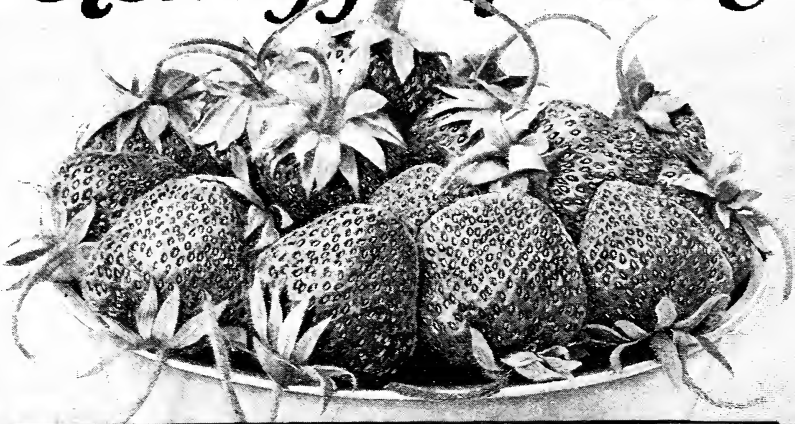
## Marvel

*The Marvel of Beauty and Productiveness*

*Late bi-sexual (male).*

A tall grower and a heavy producer of big, dark red berries. A sure winner. Big crop reports are coming in from all parts of the country. Produces more berries and bigger berries when grown in hills or narrow rows. When grown in wide matted rows the berries will grow much smaller. A splendid mate for late pistillate varieties. For prices see column three page forty.

# Kellogg's Gibson



## Kellogg's Gibson

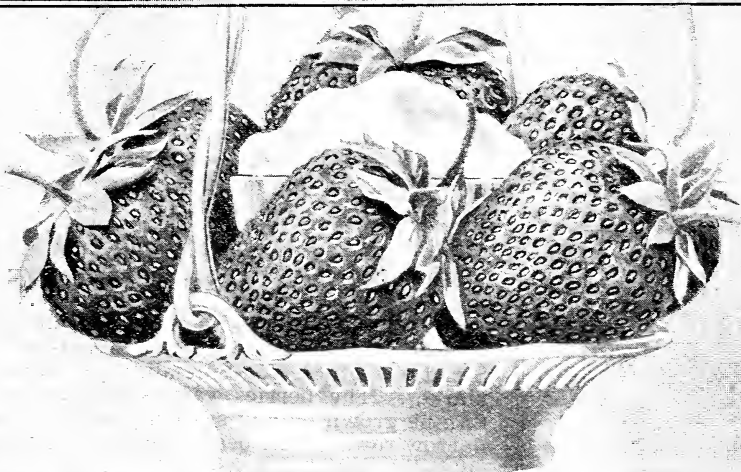
*Makes Good Everywhere*

*Medium late bi-sexual* (male). Requires no mating. A variety that will make you money. We believe it to be one of the most productive varieties grown. Fruit shaped something like a quince, conical, but flattened on the end and slightly corrugated from calyx to tip. Color deep red, with prominent seeds, firm texture, carries well to market. Foliage is strong, upright, leathery, and healthy. Does best in narrow matted rows. For prices see column 2, page 40.

# Kellogg's Senator Dunlap

## Kellogg's Senator Dunlap

*Mid-season, bi-sexual* (male). Requires no mating. A great favorite with those who simply set their plants and let them take care of themselves. Dunlap is a weed-choker and a very heavy fruiter. Productive of large well shaped, beautiful berries. Solid enough to stand shipping. Dunlap is the favorite canning variety among housewives and canning factories alike. For best results grow it in narrow rows. It will produce miles from any other variety. For prices see column 1, page 40.





## Kellogg's Aroma

*Late bi-sexual (male).* There's something piquant about the flavor of Aroma. It's rich, spicy, and pleasant, with still some indescribable quality separate and distinct from the flavor of any other sort; and in that indescribable quality lies the chief charm of this variety. It is a favorite in Missouri, Arkansas and Tennessee, but also does well everywhere else. Berries are large, beautiful and solid, somewhat round in shape. It's one of the best market varieties. Does not require mating. Produces its largest berries in narrow rows. For prices see column two, page forty.

## Kellogg's Parcell

*The Strawberry with a Dimple*

*Late pistillate (female).* Requires mating with some late bi-sexual. The most vigorous and healthiest growing plant we ever have grown. Fruits very late and is more productive than most late varieties. Berries are large, very dark red, of extra high quality. Eighteen selected berries filled a quart box. Has produced at the rate of 9,000 quarts per acre. Fruits best when grown in narrow rows. For prices see column three, page forty.

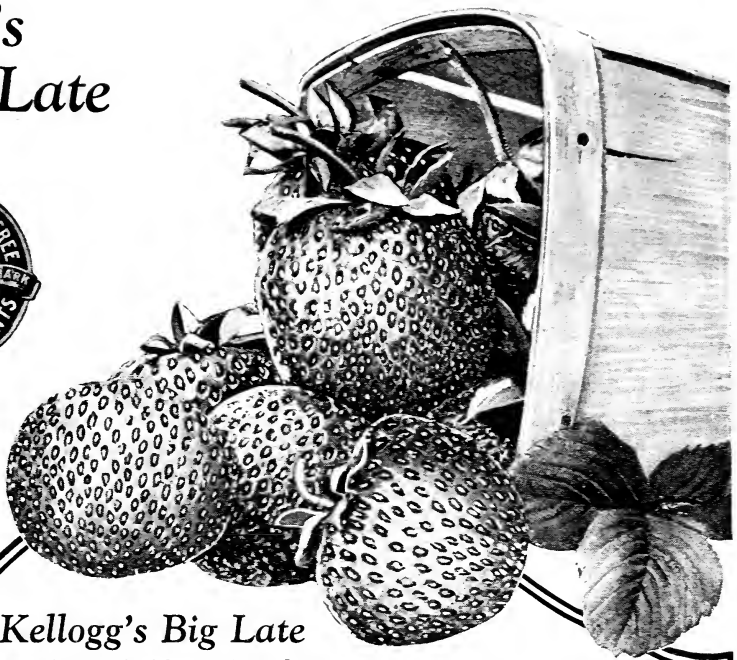
## Kellogg's Magic Gem

*Medium late bi-sexual (male).* Medium late variety that produces big, sparkling, fancy berries. Good grower. Large foliage. Big handsome berries and lots of them. Originated in the West where it is known best. Is now becoming popular in the South and East; a splendid variety for home use and nearby market. These big berries bring high prices. Remember the name Kellogg insures the purest, healthiest and best that grows. Requires no mating. For prices see column three, page forty.

## Kellogg's Delicious

*Late bi-sexual (male).* Splendid grower. Heavy fruiter of extra-large, sweet, bright-red berries. Strictly high-class. Splendid for home use or market. The berries vary somewhat in shape. Can be grown by any system, but we recommend narrow rows as the best. Requires no mating. A splendid variety to set with late pistillate varieties. For prices see column three, page forty.

# Kellogg's Big Late



## Kellogg's Big Late

*Extra late pistillate (female).*

Best late strawberry ever put on the market. Has received more compliments and praise than any other extra late variety on record. Absolutely dependable. Big grower, big producer of big berries. No variety either early or late will produce more berries or better berries than Big Late. As firm as any berries that ever grew. A splendid shipper and a wonderful keeper. Should be mated with some late bi-sexual (male). Fruits extra well in either narrow or wide matted rows. For prices see column three, page forty.

## Kellogg's Premier

*Kellogg's Premier, extra-early, (bi-sexual).* The prize winning, money making, frost proof strawberry; hardy, productive, and beautiful. Succeeds everywhere, never fails to give a big crop of big, choice berries. Satisfies and delights everyone who sees it in fruit. The most popular extra-early variety on record. The name "Kellogg" insures you Kellogg Premier Plants that will grow and fruit according to this description.

February 2, 1927.

"I want to say to you that Premier is the greatest cropper and money maker that I ever have grown. I could pick a gallon and not move out of my tracks. I never saw berries pile up like these. The berries were very large and they sure were beauties. A full lot planted to Premiers would make me from \$600 to \$800."

Beva Anders, Ivesdale, Ill.

## Kellogg's New Beauty

*The Strawberry That Keeps Well*

*See Back Cover Page*

*Kellogg's Beauty* won its own name. Most everyone who sees it fruiting exclaims, "Oh! Isn't it a beauty!" and it is a beauty.

*We could have named it "Keep-Well"* because grocers who have sold the berries claim it to be the best keeper they ever have handled.

*"Bigness" would have been appropriate.* It's a big grower, big producer of big berries that sell at big prices. It's big from plants to profit.

*Delicious, yes.* No other berry is quite so delicious, but we already had a "Delicious" so we just called it "Beauty". See the big hat full of big berries on the back cover page. Now really isn't it a perfect beauty? Priced in column four, page forty.





# Everbearing Strawberries

**Bring Big Crops and Big Profits in the Fall**

After early summer strawberries are all gone, folks get hungry for more strawberries and will pay good prices to get them. Then's when the fall berries come in handy.

Kellogg's everbearers will produce big crops and they will make you a big profit. If you are located near a good town, you can easily sell all the fall berries you can grow on one or two acres. Prices range from 25c to 40c per quart.

## Three Big Crops of Strawberries the First Fifteen Months After Planting

Kellogg's everbearers are particularly valuable to you who want quick returns. These plants, when set in the spring, should begin fruiting in August, about three months after planting. The following summer they should fruit again, and again in August. This is three crops in about 15 months after planting.

Kellogg's everbearers are no longer in the experimental stage. Thousands of people have already grown them and made money from them. They are good for any market excepting a distant market, and they sell just as well in small towns as in large cities. Three Rivers has a population of only 7,000 and we sell a pile of strawberries here in the fall. No matter how small a town you live in, you can dispose of some everbearers, and you can always get good prices for them.

### Here's extracts from letters received from Kellogg customers who grow everbearers

Mrs. L. E. McKean of Maine says, "Kellogg's everbearers have proved far beyond my expectations."

Cecil Cornwall of Nebraska picked 200 quarts from 275 plants.

M. Floody of Canada says, "Kellogg's Everbearers are the largest berries I ever have seen. My berries sold readily at 40c per quart."

J. W. Summey of Washington sold \$203.37 worth of berries from only 500 Kellogg everbearing plants.

Kellogg's everbearers will do fully as well for you as they are doing for other Kellogg customers. They are extra fine for home use. Try some of these everbearers this year and I am sure you will like them.

## Mastodon Everbearer the Jumbo of Them All

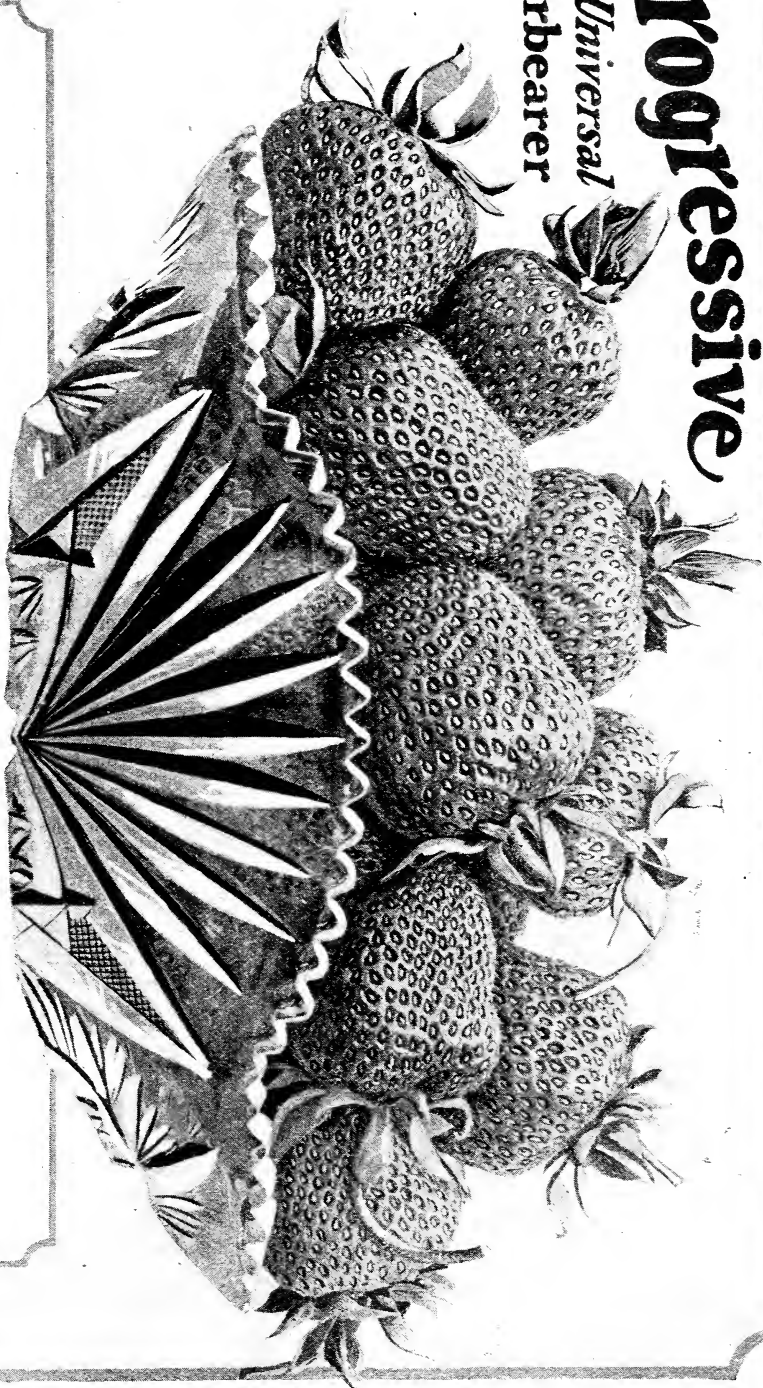
From all indications Mastodon is headed for first place among the everbearers. It seems to succeed everywhere. No variety could possibly produce more big berries per acre than Mastodon. Growers here begin picking Mastodon berries early in August and continue to pick and sell until light freezing weather. Every plant is loaded with big berries and blossoms, and while you pick they keep right on bearing more berries. There seems to be no end to their capacity to fruit. In the early summer they fruit just as well as they do in the fall. You will like Mastodon. For size and shape of berries and prices, see inside front cover page.



# Progressive

## *The Universal*

### Everbearer



#### Progressive—The Universal Everbearer

*Progressive Everbearing*, bisexual, an old favorite that does well in either narrow rows or hills, and does not require maling or peeling. You can depend on it for a large crop of luscious berries this coming fall, another in the spring, and again another the following fall. It's a truly logical variety for home use. Begins fruiting three months after planting.

Berries are medium large, sweet, mild, and beautifully colored. Admired and praised by growers everywhere. The berries in the dish show exact size and shape. *Foliage is so vigorous* in growth that it will stand more neglect and adverse weather conditions than most any other variety. For prices see column five, page forty.



# Kellogg's Gardens

Special Gardens at  
Special Prices for  
Berry Loving Folks



## You Would Have a Kellogg Strawberry Garden *if*

*IF you only knew* how easily and how cheaply you could grow your own strawberries you would surely have a Kellogg Strawberry Garden.

*IF you knew* that you could grow the most delicious strawberries at a cost of only 2c per quart you would not pay 20c to 30c a quart for the common run of strawberries. You would have your own Kellogg Garden.

*IF you knew as I know* and as the leading dietitians know, that strawberries are the most healthful fruit that grows, you would have your own Kellogg Garden.

*IF you knew as Kellogg Customers know*, that a Kellogg Garden will produce all the big delicious strawberries your family can use and give you a big cash profit besides, you would have a Kellogg Strawberry Garden this year.

*There are no "IFS"* about the importance of a Kellogg Strawberry Garden; it's a family necessity, and when you read these Kellogg Garden Customers' letters you will then know that there are no "IFS" about the big crops and big profits.

January 5, 1927.

*The Kellogg Garden Plants* I received from you in 1925 were fine and gave me satisfaction. I sold 786 quarts and received in cash, \$145.71 besides family use.—C. J. Heater, Mars, Pa.

August 16, 1927.

*My Kellogg Garden* of 200 plants arrived in good condition with no trouble as to duty. These plants gave a good account of themselves with about 200 quarts to their credit, and lovely berries, too.—Wm. Wardle, Dropmore, Man., Can.

February 20, 1927.

*From my small Kellogg Garden* of 300 plants I picked 365 quarts of the finest berries which brought 20c per quart.—Mrs. Geo. R. Bennett, Independence, Iowa.

March 15, 1927.

*I picked 736 quarts* from my Kellogg Garden of 600 plants. The most wonderful berries in this section. Was not able to supply the demand.—H. J. Buxton, Northfield, Ohio.

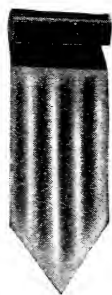
Sept. 12, 1927.

*I picked 53½ quarts* of berries from my Kellogg Garden of only 250 plants.—Michael Dirmeier, Shiocton, Wis.

August 29, 1927.

*Kellogg's Grand Prize Garden* produced 690 quarts of berries which brought me \$138 besides what we used for our table and we canned 72 quarts. They were just grand; I had no trouble to sell them.—Mrs. D. A. Wheeler, Ashley, Ohio.

### DIBBLE FREE



If your order for strawberry plants amounts to \$5.00 or more you may have a Kellogg Dibble free. Just say the word and a Dibble will go with your plants. One Dibble free with each garden order whether you ask for it or not.





## Kellogg's Back Yard Garden

*Order This Garden If You Have Only a Small Space.*

A plot 20 x 30 feet is plenty large enough and an even smaller one can be used. With proper care this garden will produce a big crop of choice berries even in shaded back yards. As much as 200 or 300 quarts per season would not be unusual.

50 Dr. Burrill	-----	\$0.75
50 Gibson	-----	.75
50 Kellogg's Marvel	-----	1.05
50 Big Late	-----	1.05

Regular Price -----\$3.60

Special Delivered Price, **\$3.25**  
Only -----

## Kellogg's Big Four Garden

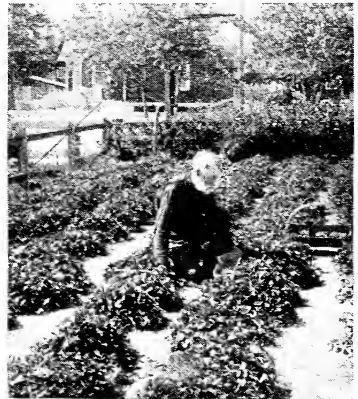
*1,050 Quarts of Fine Berries the First Fruiting Season.*

That's the record made by this garden. This garden is large enough to supply all the berries any family can use and make a big profit besides. Composed of our best fruiting varieties ranging from extra early to late. Properly mated.

100 Kellogg's Premier	-----	\$1.70
100 Dr. Burrill	-----	1.20
100 Magic Gem (or Delicious)	-----	1.70
100 Kellogg's Prize (or Big Late)	-----	1.70

Regular Price -----\$6.30

Special Delivered Price, **\$5.95**  
Only -----



## Glad Garden

*Let Us Send You Four of Mrs. Beatty's Choice Gladiola Bulbs Free.*

That's what we will do when you order this garden. The strawberry varieties for this garden as well as the gladiola bulbs were selected by Mrs. Beatty. Here are the plants that you will get.

50 Kellogg's Premier	-----	\$1.05
50 Kellogg's Marvel	-----	1.05
50 Kellogg's Big Late	-----	1.05
50 Senator Dunlap	-----	.65
50 Progressive Everbearing	-----	1.55

Regular Price -----\$5.35

Special Delivered Price, **\$4.85**  
Only -----



## Kellogg's Grand Prize Garden

Order This Garden and Try for a Big Cash Prize

Here is your chance to win a big cash prize—first prize \$25, second prize \$15, third prize \$10. Cash prizes are awarded during October of the first fruiting year.

All you have to do to compete for a prize is to order a Grand Prize Garden, keep count of the number of quarts you pick, and send us your report on the total number of quarts picked up to September 1, 1929, and the value of the berries at market price. No letters received after Oct. 1, 1929, considered. In case of a tie, each of the tying contestants will receive the full amount of the prize earned. This garden is the most popular garden we have. It has proven to be a big producer for thousands of users. Here are the letters from last year's prize winners.

First Prize—\$25

Salem, Va.

Here is my report of my Grand Prize Garden. 1927

—1107 quarts sold at 25c per quart which is \$276.75. I raised these on garden land well prepared where I had raised onions for two years. As you say, I went out and played the Kellogg Way. I think I shall go into the berry business next year.—A. L. Hess.

Second Prize—\$15

Adrian, Mo.

My Kellogg's Grand Prize Garden did fine regardless of a spell of drouth last year from June until September.

We mulched them with straw and poured water between the rows every other evening and last spring we had several frosts but we covered them up.

We picked 1013 quarts and they were fine berries, too.—Ralph Scott.

Third Prize—\$10

Boyd's Creek, Tenn.

I picked 936 boxes from my Grand Prize Garden: 325 being sold at 25c a box, and 111 being sold at 15c a box, making me \$222.90.

Hoping that I will win something in the contest.—Mrs. John Covington.

50 Kellogg's Premier	-----	\$1.05
50 Dr. Burrill	-----	.75
50 Magic Gem	-----	1.05
50 Kellogg's Marvel	-----	1.05
50 Progressive Everbearers	-----	1.55

Total ----- \$5.45

Special Delivered Price. **\$4.95**  
Only -----

## Kellogg's Everbearing Garden

Here's the Garden That Will Give You Strawberry Shortcake in the Fall.

Buy Kellogg's Everbearing Garden now and you will pick big, delicious berries this coming September and continue picking until November. This garden should produce all the berries your family can use this fall and give you enough to sell to more than pay for the garden. Produces in spring also.

100 Mastodon (The Jumbo) Everbearer	-----	\$3.05
100 Progressive Everbearer	-----	2.55

Regular Price ----- \$5.60

**Delivered to you for an even \$5.00**



# Kellogg's Big Crop Garden

## The Biggest Bargain and Greatest Money Maker of Them All

For those who want a *BIG* crop of fine berries for home use and profit, this is the ideal garden. Starting early with Premier or Early Bird, continuing with Dunlap or Gibson, and finishing late with Big Late and Kellogg's Beauty, it gives you a well rounded-out season.

Premier or Early Bird will bring the high early-season prices, Dunlap or Gibson will supply your canning and preserving needs, and Big Late and Beauty will keep you eating and selling strawberries after others are all through. Probably one of the best balanced gardens we have. Ideal for boys and girls who want to earn their own money, or for women either.

We've made a liberal price reduction on this garden and you get a dibble and Mrs. Beatty's recipe booklet, "Strawberry Dainties" free. This garden is sure to sell fast. Order yours now.

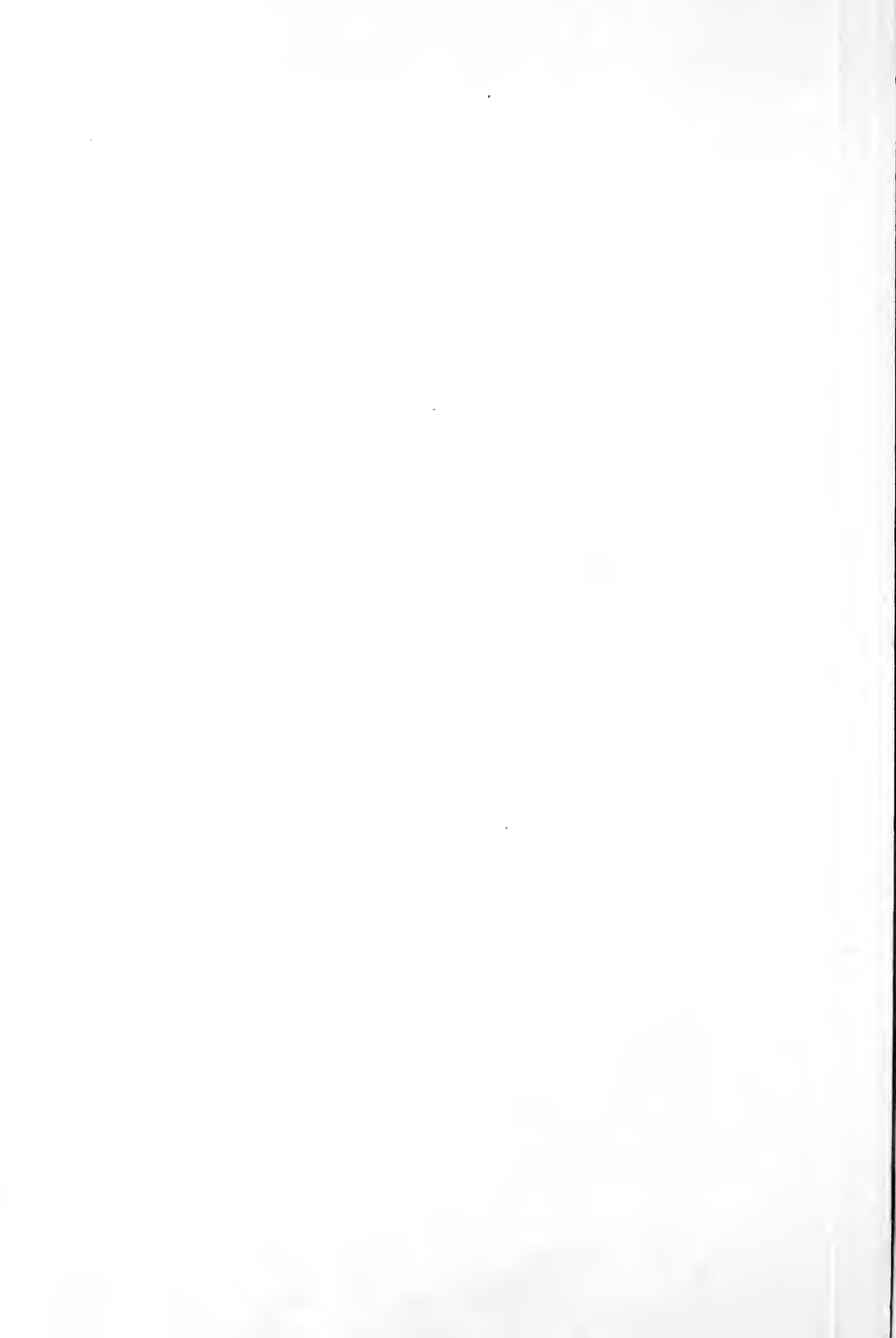
### Order This Garden and Save \$1.10

100 Kellogg's Premier or Early Bird for extra early .....	\$1.70
100 Dr. Burrill or Gibson for mid-season .....	1.20
100 Kellogg's Big Late for extra late .....	1.70
100 Kellogg's New Beauty for late .....	3.00
Total .....	\$7.60

This complete garden will be delivered to you at our special bargain price of only .....

**\$6.50**







# Kellogg's "Acre-Plots"



5049  
QUARTS  
FROM  
ONLY  
HALF  
AN  
ACRE

Am enclosing credit slips from the Association amounting to 5,049 quarts. People claim they never saw such berries when they visited our patch. We are more than grateful for the wonderful plants, and may send for some more next spring. Yours for boosting Kellogg's—Julius J. Rasmussen, R. 2, Pittsville, Wisconsin.

## Fourth Acre Plot

With this you get 500 plants each of the four early to late varieties—total value \$18.00. Prize offered for biggest yield, \$20.00 Cash.

Spec'l delivered price, only \$16

## One Acre Plot

8,000 Plants. You get the selection of plants named below when you order this "Acre Plot". Make rows three feet apart, set plants 20 to 22 inches apart in the row, and you have the right number of plants for one acre. The prize for the biggest yield in 1929 is \$80.00 Cash.

2,000 Premier (or Early Bird)	\$19.00
2,000 Dunlap (or other mid-season bi-sexual)	\$11.00
2,000 Marvel (or other late bi-sexual)	\$19.00
2,000 Big Late (or other late variety)	\$19.00
Total value of plants	\$68.00

Special delivered price, only \$62.00

## One-Half Acre Plot

4,000 Plants. You get the same varieties for half-acre plot as you get for the acre, but only 1,000 of each, 4,000 in all. The prize offered for the biggest yield from this plot is \$40.00 cash, and the total value of the plants is \$35.00.

Special delivered price, only \$31.50

## Eighth Acre Plot

With this you get 250 plants each of four varieties, early to late, total value \$11.50. Prize offered for the biggest yield is \$10.00, Cash. A winner.

Spec'l deliv'r'd price, only \$9.75

THIS  
MAN  
MADE  
\$828.15  
FROM  
ONLY  
ONE  
ACRE



I am enclosing report, which though small for an ordinary year, is still about the best for this locality this year. Our berries were exceptionally fine, and very few were small enough to necessitate grading, all were selects. Total quarts, 4,918. Total receipts, \$828.15. — Paul R. Christman, No. Canton, Ohio.

## Cash Prizes and Profits

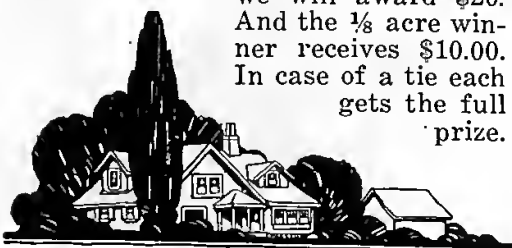
A chance to win a big cash prize—a big cash profit whether you win a prize or not—a big saving on your plants—that's what you get when you buy Kellogg's "Acre Plots".

Kellogg's "Acre Plots" were originated to get beginners started in the growing of strawberries for profit, but anyone can order one of these plots and all have an equal chance to win.

These plots come in the four sizes shown at the top. In each case you get 8,000, 4,000, 2,000, or 1,000 plants which is enough plants to set one acre, ½ acre, ¼ acre, or ⅛ acre, whichever size you order.

## \$150 in Cash Prizes

To the one growing the most quarts with the one acre plot we will award a cash prize of \$80. To the contestant who grows most berries on ½ acre we give \$40. To the person whose ¼ acre produces most berries, we will award \$20. And the ⅛ acre winner receives \$10.00. In case of a tie each gets the full prize.



You will receive the varieties listed above unless your soil requires other varieties. In this case we will select varieties best adapted to your soil.

We will send the plants at planting time, pruned and ready for setting with a plant setting Dibble free.

At fruiting time count the quarts of berries picked daily; after berries are all picked tell us how many quarts your plot produced.

## Everyone Wins

This is one contest where everyone wins. If you do not win a cash prize you can win from your berries—the prize of a big cash profit.

Follow our instructions and your success is assured. Kellogg customers make \$500 to \$1,200 per acre with Kellogg Thorobred Pedigree Plants. You can do it, too.

J. W. Jones of Argillite, Kentucky, made \$586.53 from one-fourth acre and won a big cash prize besides.

You can't lose. You take no chances. Kellogg Thorobred Pedigree Plants and just a little care insure big crops and big profits.

# \$150 in Prizes

Join the Money Makers  
Order Your Kellogg  
Acre Plot Today



2,837 QUARTS FROM ONLY ONE-FOURTH ACRE

The 2,000 plants yielded 2,837 quarts, i. e. we picked that many. The berries came so fast that we lost some, maybe 300 quarts. But we got plenty. Receipts in cash were \$384.42, net \$309.62.—Alb. Dedde, 649 Wayne Ave., Defiance, Ohio.

No special ability is required. We show you how, and stay with you from start to finish. Write all the letters you wish and we'll answer them. Our 46 years of experience is here for you to draw from. The beginner has just as much chance of winning as the seasoned grower.

## Make That Idle Acre Pay

This is just the opportunity you are looking for—the opportunity to make money coupled with the chance to win a prize. Put that idle acre to work. Make money out of those spare lots. Make your land worth something. If you have no land, rent some. The strawberry business is legitimate, dignified and profitable. Any banker will back the man or woman of character who wants to go into it.

There's really no excuse for your not entering. The whole thing is simple and easy, and the rewards are unusually big. Look at last year's prize winners and see what they have done.

You owe it to yourself to make these profits. Let strawberries buy your home, build you a barn, buy you an automobile or send your children to college. We guarantee the safe arrival of the plants or your order refilled free of charge.

## Get Your Pencil

Get your pencil now and fill in the coupon. Make an X in the square to indicate your type of soil so we may select the biggest money making varieties for you. Check the size plot you want, fill in your name and address and mail coupon with your remittance to us.

We will reserve your plants and deliver them to you at planting time.

We have helped thousands make money. Now let us help you.

Mail coupon TODAY.

ACRE CONTEST ORDER BLANK

Please consider me a member of your Acre Plot contest in the size I have checked below. ☐ CLAY SOIL ☐ BLACK SOIL

I have checked below the number of plants indicated all charges prepaid together with a dibble for setting them, and you are to help me by answering my questions whenever I write you. Send the plants at planting time. My remittance is enclosed.

ACRE Size, 8,000 plants, \$62.00  
 Half Acre Size, 4,000 plants, \$31.50  
 Fourth Acre Size, 2,000 plants, \$16.00  
 Eighth Acre Size, 1,000 plants, \$9.75

Amount Enclosed

Name \_\_\_\_\_ Address \_\_\_\_\_

SANDY SOIL ☐ SANDY LOAM ☐



# CANE

# PLANTS

**Guaranteed  
to  
Satisfy**

**Delivered  
to You  
Prepaid**

**YES** Kellogg's Raspberry and Blackberry plants are guaranteed to satisfy. Everything listed in this book is guaranteed to satisfy the purchaser. Every Kellogg Customer must be a satisfied customer.

*The name Kellogg is your guaranty because the name Kellogg never will be attached to anything except stock of the very highest quality. The name Kellogg means quality.*

Everything recommended by Kellogg must be worthy of the Kellogg Guaranty, and the Kellogg Guaranty must be worthy of your fullest confidence.

*High quality stock always can be sold on a high quality guaranty. The quality of a guaranty is just as high as the quality of the firm back of the guaranty.*

Kellogg's Guaranty has protected Kellogg Customers for forty-six years. Kellogg's Guaranty is your protection against disappointment and your guaranty of full and complete satisfaction.

## Cuthbert Red Raspberry

*Cuthbert is both the king and queen of red raspberries. Cuthbert is the surest and safest red raspberry you can plant. If I were going to plant twenty acres of red raspberries, every acre would be planted to Kellogg's Cuthbert.*

*You read of new raspberries with glowing descriptions. Try Kellogg's Cuthbert beside any of these highly lauded new varieties and you will agree with me that Kellogg's Cuthbert is the king and queen of them all.*

*Look at the box of berries to the right. Count them. A box of Kellogg's Cuthbert Red Raspberries like these and packed in the same manner will bring on any good market, about 25c per pint.*

*Cuthbert is without a doubt the very best red raspberry grown today. Cuthbert is not only the heaviest yielding red raspberry, but it is the finest flavored and it is an exceedingly fine shipper. There are more acres of Cuthberts grown here in Michigan than all other red raspberries put together. Cuthbert is the big money maker and Kellogg's Cuthbert is far superior to the ordinary Cuthbert plants.*

*Whether you are growing berries for home use, for local market, or for shipping, Cuthbert is the one red raspberry you should plant. For prices and further information on Kellogg Cuthbert Plants see inside back cover page. Kellogg's cane plants are "brace-packed" like the package pictured at the top of page.*

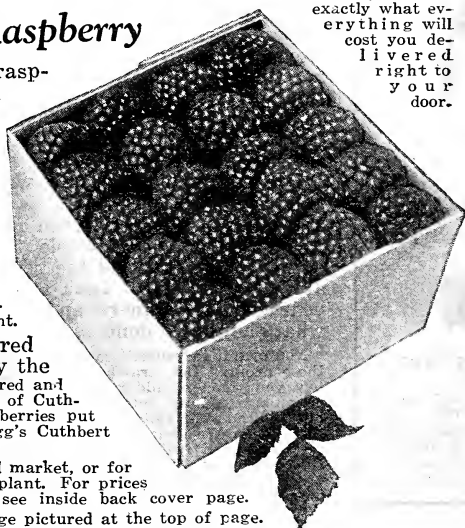
**YES** we prepay all the express and parcel post charges. No matter what you buy from Kellogg, how much, or how little, it will come to you delivered all transportation charges prepaid.

*The prepayment of all transportation charges is now a part of Kellogg's Service to Kellogg Customers and a part of Kellogg's Guaranty of safe delivery.*

*Before we began prepaying the transportation we were advised by Kellogg Customers that they had to pay nearly as much express charges as they paid for the plants—a disappointment, of course.*

*Parcel post charges were hard to figure out in advance of shipment and a lot of customers wanted their plants to come by parcel post. In some cases the customers were either overcharged or undercharged.*

*It was up to me to figure out some plan to protect Kellogg Customers and so I decided that we would prepay all transportation charges, make or lose. Now, when you buy from Kellogg, you know exactly what everything will cost you delivered right to your door.*



# Kellogg's Cumberland Black Raspberries

*The Best of Them All*

We grow only the *Cumberland Black Raspberry* variety because it is THE BEST. We could grow any and all of the black raspberry varieties if we wanted to, but we don't want to. We shall never grow and recommend any other black raspberry variety until we have found one just as good or better than *Cumberland*. We haven't found that "just as good" variety yet.



*I will say the same about the Cumberland* as I said about the *Cuthbert Red*. If I were going to plant twenty acres to black raspberries, every acre would be *Cumberland*. I would stick to *Cumberland* until I found something more profitable and that more profitable variety is yet to come.

*Look at the berries in the dish*—big fellows, aren't they? This is the kind of berries you will get when you grow Kellogg's *Cumberland*.

*Look at the Kellogg propagating field* at the bottom. Did you ever see such a big, heavy growth? This is the kind of mother plants that produce the Kellogg Thorobred Pedigree Plants. The Kellogg strain of *Cumberland* plants are the finest and highest quality plants that can be produced; they are the kind that will give you a big crop of just such berries as you see in the dish.

*Cumberland* is the heaviest yielding and the most profitable and the strongest growing variety you ever grew. The berries are not equalled in size by any other black raspberry. The fruit ripens medium early and is very firm. The flavor is unsurpassed.

*Kellogg's Cumberland plants* are pure, healthy, and true to name; the plants are packed so they will reach you in good growing condition and the price is right. The price is no higher than the quality and remember we prepay transportation.

## Delivered Prices

12	25	36	50	75	100	500	1000	2000	3000	5000
Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants
\$1.10	\$1.75	\$2.10	\$2.45	\$3.10	\$3.75	\$18	\$35	\$68	\$98	\$150



A Kellogg Propagating Field.

# Kellogg's Eldorado Blackberries



*Eldorado is the only blackberry variety we grow and recommend.* There is just one reason why we do not grow other varieties and that is the Kellogg reason. It is a Kellogg policy never to grow and recommend anything except the very best and Eldorado is the very best.

*Kellogg's Eldorado blackberry plants* are all two year old and grown from root cuttings. There is as much difference between two year root cutting plants and sucker plants as there is between a fifty-cent piece and a dollar bill. We do not grow sucker plants, neither do we recommend them. We would rather lose your order than to sell you sucker plants.

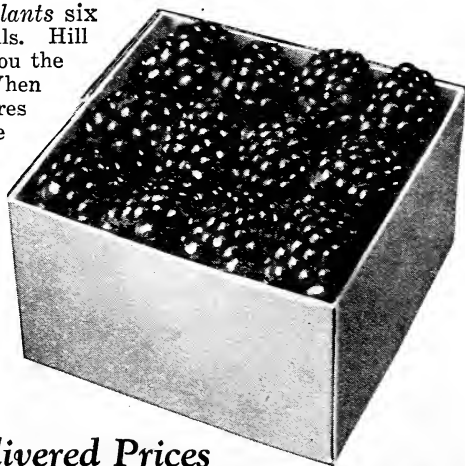
*Kellogg's two year plants* are vigorous and hardy; these plants will come into full bearing just one year ahead of sucker plants and time is money. Eldorado blackberries are large, jet black; the flavor is sweet, melting, and pleasing to the taste. These berries will keep several days after picking. Eldorado combines all the good qualities found in blackberries.

*The small limb shown at the left indicates the great productiveness of Kellogg's Eldorado.* I have seen Kellogg's Eldorado Plants so loaded with big blackberries that they were weighted down to the ground. You can imagine about how many berries an acre of these big plants would produce with every limb loaded like the limb shown here.

*The box of berries* pictured at the bottom shows how the Eldorado looks when packed ready for market. Twelve berries top a box. A berry box will measure about four inches across the top so you can imagine the full size of these blackberries.

*You should set these Kellogg two year plants* six feet apart each way and grow them in hills. Hill growing makes less hand work and gives you the biggest crop of the biggest berries. When plants are six feet apart each way it requires 1,200 plants for one acre. You can set the plants five by five feet which requires 1,750 plants to the acre, but I think you will like the six foot method better.

*Twenty-five to fifty Kellogg Eldorado plants* will make a fine home garden and you cannot grow anything for home use that will add more to your meals than blackberries. They ripen when most other berries are gone; they are mighty good eating and very healthful, too.



## Kellogg's Delivered Prices

12	25	36	50	75	100	1000	2000	3000	5000
Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants
\$1.65	\$2.40	\$2.95	\$3.45	\$4.25	\$5.25	\$48.00	\$92.00	\$135	\$210

# Kellogg's Two Year Selected Grape Plants

*Patsy Beatty, Kellogg's Curly Haired Pet Hugging a Basket of Kellogg's Favorite Concord Grapes*



Kellogg's Concord, and a "Baby Grand."

We grow only the choicest plants of the seven choicest varieties as follows:

*Concord*:—One of the most popular of all black grapes. A universal favorite.

*Niagara*:—Leading white grape of large size, delicious flavor, handsome and compact bunches. Ripens with Concord.

*Moore's Early*:—Black. Beauty and quality make this a most desirable grape. Hardy and very productive.

*Moore's Diamond*:—Becoming very popular. Large as Concord. Has a greenish white color with a rich yellow tinge when fully ripe. Flesh tender and juicy.

*Worden*:—Black. Seedling of the Concord. Berries are larger, ripens ten days earlier.

*Agawam*:—Large, round, dull purple-red, covered with lilac bloom. Bunches large. Flavor rich, sweet and aromatic. Beautiful appearance.

*Catawba*:—Late ripening variety. Large bunches of large berries with coppery red color, becoming purplish when well ripened.



## Kellogg's Delivered Prices

### Two Year Select Grape Plants Concord

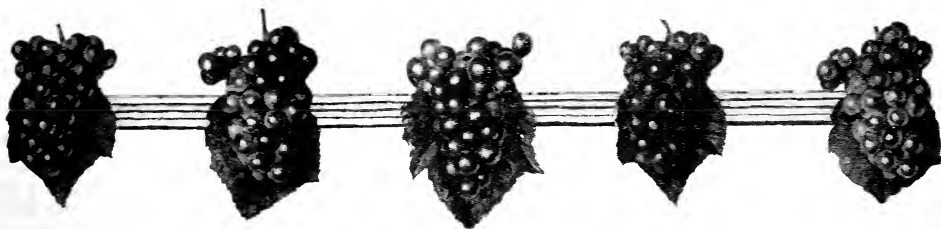
1 Plant	-----	\$ 0.38
6 Plants	-----	1.70
12 Plants	-----	2.50
25 Plants	-----	3.75
50 Plants	-----	6.75
75 Plants	-----	9.60
100 Plants	-----	11.50
500 Plants	-----	45.00
1000 Plants	-----	85.00

### Niagara. Moore's Early. Worden. Moore's Diamond. Agawam. Catawba

1 Plant	-----	.45
6 Plants	-----	2.20
12 Plants	-----	3.00
25 Plants	-----	5.50
50 Plants	-----	10.00
75 Plants	-----	14.00
100 Plants	-----	17.95
500 Plants	-----	80.00
1000 Plants	-----	130.00



Two Year Grape Plants.



Worden

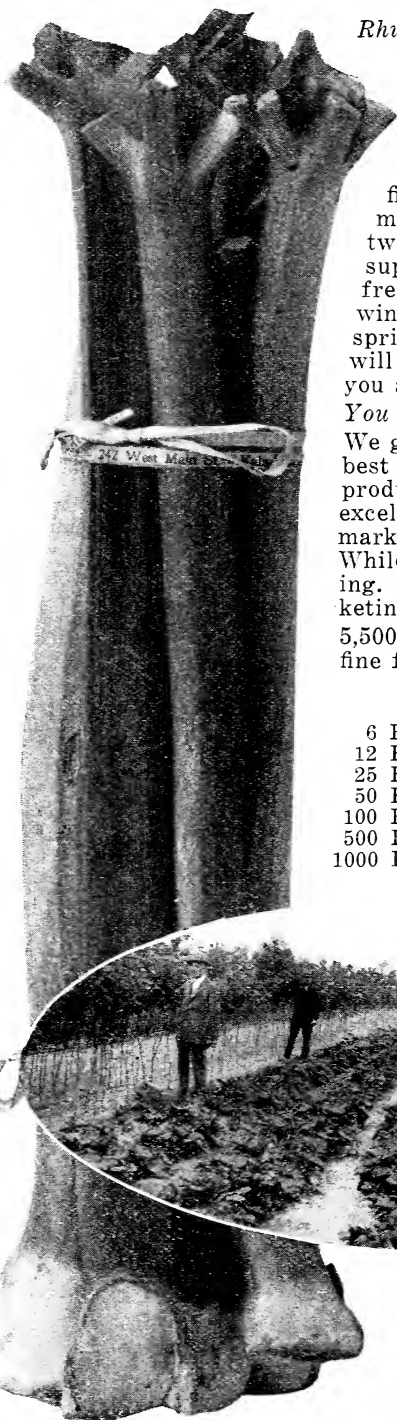
Niagara

Moore's Early

Agawam

Catawba

# Kellogg's Giant Victoria Rhubarb



Ready for Pies.

*Rhubarb is another big money crop. Rhubarb will make you money because it is ready for market early in the spring when folks are hungry for fresh sauce and pie material. Nothing could be better than rhubarb sauce or pies. Eat all you want, it's healthy. Rhubarb and strawberries go fine together. Rhubarb will bring in the early money before your berries are ripe. Twelve to twenty-five Kellogg's Giant Rhubarb Roots will supply a big family the year round. Use it fresh in the summer and can all you want for winter. Kellogg's Big Giant Roots set this spring will give you rhubarb next spring and it will last for years and years. Rhubarb isn't like you and I, "it never grows old."*

*You plant and grow rhubarb just like asparagus. We grow only the Giant Victoria variety. Its the best of all and you want the best. This variety produces large, juicy stalks of excellent quality; excellent for home use and the very best for market. Season very early. A very heavy producer. While you are cutting, it will keep right on growing. You will sure be busy when you are marketing your rhubarb.*

*5,500 roots plant one acre; 12 to 25 roots make a fine family garden.*

## Delivered Prices

6 Big Roots	-----	\$ 0.98
12 Big Roots	-----	1.48
25 Big Roots	-----	2.48
50 Big Roots	-----	4.48
100 Big Roots	-----	7.85
500 Big Roots	-----	35.00
1000 Big Roots	-----	63.00



Field of Kellogg Rhubarb.

## SPECIAL MONEY BACK OFFER

**Order Kellogg's Giant Rhubarb Roots at Our Risk**

Order all you want and we will deliver them to you prepaid. Inspect them carefully. If these roots are not the largest, cleanest and best rhubarb roots you ever saw advise us and we will return your money, and you may have the roots FREE.

# Washington Asparagus

## Brings in Early Money



*Asparagus is the biggest money making vegetable crop that grows. That's why we grow it and recommend it to you. Asparagus has paid off more mortgages than any other vegetable crop. Go to any district where asparagus is grown for market and you'll find this is true.*

*Kellogg's Washington Giant Rust Proof Asparagus is a rapid grower, heavy producer of large shoots of superior quality, absolutely the biggest and best asparagus that grows.*

## How to Grow It

*Make deep furrows or trenches four feet apart and set the plants two feet apart in these trenches. Fill in the trench until the soil is two inches above the crown; when the growth comes through this layer of soil, fill in two more inches and so on until the trench or furrow has been completely filled. This puts the crown about eight inches under the surface. Fertilize with stable manure, pulverized sheep or cattle manure. Do not cut any stalks the first year.*

## \$1,400 Profit Per Acre

*Don Thayer, a young man right here in Three Rivers, made last spring, \$175.00 from one-eighth of an acre; this is at the rate of \$1,400 per acre. One crown produced 37 stalks. Thayer's patch is seventeen years old, gives a big crop every year, and is good for seventeen more years and longer.*

*Kellogg's two year Washington Giant Rust Proof Asparagus Roots are the largest and best you ever have seen, they are the best that can be grown. With these Kellogg Roots you can cut some asparagus one year after planting and with proper care you can continue to cut big crops and make big profits for twenty years.*

## Delivered Prices for Big Jumbo Two Year Roots

25 Plants	-----	\$ 1.35
50 Plants	-----	1.98
75 Plants	-----	2.68
100 Plants	-----	3.35
500 Plants	-----	8.65
1000 Plants	-----	16.35
2000 Plants	-----	31.00
3000 Plants	-----	42.00

For larger quantities, write for quantity price.



Asparagus Roots Ready to Plant.



# Mrs. Beatty's Visit with the Women Folks



Mrs. Beatty and Her Strawberry "Goodies."

*This will be a visit* with just printer's ink and type; sometime when it is convenient for you, come to Three Rivers and we will have a visit of another "type". You will have no trouble getting into our grounds because we have no gates, no dogs, or "private", "keep out" signs; everything is wide open so come right in and make yourselves at home.

*The best way to visit* is to visit about things that will improve our conditions. I believe you women folks are more interested in your home surroundings than most anything else so this will be just a "homey" visit. I'll tell you a few things about our home which may suggest ideas that will help you beautify your home.

*The picture of our home* on the next page shows some of my own landscaping. The flowering shrubs in the foreground are

Hydrangea P. G. and the vines on the porch and house are American and Boston Ivy, Wisteria, and Honeysuckle. For foundation planting I used Spirea Van Houtti (Bridal Wreath) and Japanese Barberry. This picture shows the kitchen end and back door yard.

*Our front lawn* is planted with shade trees and plots of shrubbery. The driveways are bordered on one side with lilacs, snow balls, bridal wreath, and weigelia, edged with grass and iris.

*Back of the shrubbery* along the two driveways are two long hedges of crimson rambler, scarlet red, and Dorothy Perkins pink roses. These rose hedges make a most beautiful background. When they are in full bloom which lasts for several weeks, they are simply gorgeous.

*On the west side of our home* is my old colonial garden planted in old colonial fashion with many varieties of peonies, iris, xenias, phlox, lilies, and daisies. Joining this on the west is my berry, vegetable, and "Glad" garden.

*Ours is an old home* of fifty-five years standing and if you could see it in "the good old summer time" you would think we had spent a little fortune for landscaping, but the entire planting cost less than \$100 and there are about three acres in the home grounds, so you see it doesn't cost very much to "dress up" an old home. We did just a little planting each year as ideas came to us.

*We have a large sleeping porch* upstairs where the "bogy mans" can't get us and a large dining, reading, and lounging porch downstairs. During the summer we live on the porches and outdoors. During the winter we "hibernate" between blankets.

*Our home is hot water heated*, furnished plain and cozy. We have only fourteen big rooms, two large halls, and two bath rooms for the "Strawberry King" and myself—plenty of room for argument here. We are just plain "kitchen aproned" and "shirt sleeved" happy folks.

*Both clock hands* are now pointing up to twelve. "Hands up", it's dinner time, the pot's "bilin'" and I am hungry so please excuse the cook.

Sincerely yours,

Mrs. J. E. Beatty





## Kellogg's Choice Shrubbery Will Beautify Your Home

Order Kellogg's quality choice shrubbery and you will have the very best that can be grown. These plants are big, sturdy, and heavily rooted. They are the kind you require for quick and beautiful growth. "Brace-packed" and guaranteed to reach you in good growing condition. We prepay express and parcel post charges, everything delivered to you all transportation charges prepaid.

Remember all Kellogg's shrubbery are large, individual plants (field grown clumps) not split or divided; very symmetrical and will give desired and quick results.

### Bridal Wreath

*Spirea Van Houtti (Bridal Wreath).*—In making your home and lawn attractive, there is no shrub better than Bridal Wreath. The blooming season is in May and early June. Plants attain a height of 5 feet or more and are vigorous and hardy. In full bloom, it is a mass of white, and never fails to attract attention. There are many different varieties of spirea, but *Spirea Van Houtti (Bridal Wreath)* is the most useful and most popular of them all. One of the very best hardy plants for ornamental hedges or for artistic groupings, and will bear trimming into any compact form.

2 ft. to 3 ft., each, 50c; 5, \$1.85; 10, \$3.40.

3 ft. to 4 ft., each, 75c; 5, \$2.85; 10, \$5.00.

### Spirea Anthony Waterer

*Spirea Anthony Waterer*—A low growing variety, grows two to three feet high; at blooming time it is covered with large heads of crimson flowers; very desirable for planting in front of taller growing shrubs. If the flowers are removed after they fade, it will cause the plants to keep up a continuous bloom until late in the fall. Price of strong bushes 1½ feet to 2 feet, each, 75c; five, \$2.85; ten, \$5.00; delivered.

### Hydrangea P. G.

*Hydrangea P. G.*—A very handsome shrub which will often grow six or more feet high. The foliage is very beautiful. The flowers bloom in the early part of August, continuing for several weeks, and if flowers are cut late in the fall before freezing, they may be used as winter bouquets. *Hydrangea* plants are valuable for planting either in large beds or individually. To obtain the best results in growing this shrub, the new growth should be cut back about one-half in the fall or before growth starts in the spring. Size, 15 to 18 inches.

Each, 85c; five, \$3.35; ten, \$6.25; delivered.



SPIREA VAN HOUTTI  
(Bridal Wreath)



HYDRANGEA P. G.

# Hardy Flowering Shrubs

## *Syringea* (Mock Orange)



SYRINGEA  
(MOCK ORANGE).

The Mock Orange is a most desirable shrub of vigorous habit, bearing a profusion of beautiful pure white flowers; extra hardy and most attractive. Foliage is rich green; the bushes grow about ten feet tall and make a spread of about eight feet. The beautiful white blooms, which have a most exquisite fragrance, cover the bushes throughout June. See picture at left. Size 2 to 3 feet.

Each, 75c; 3, \$1.95; 5, \$2.75; 10, \$4.75.  
Delivered.

## Snowball

A magnificent tall growing shrub, reaches a height of 8 to 10 feet and about eight feet in diameter. This is the old fashioned and well known Snowball with round clusters of pure white sterile flowers; blooms latter part of May. These shrubs do well in full sun or partly shaded places. They will develop to perfection in a dry soil; very hardy. See picture at right. Size 2 to 3 feet.

Each, \$1.00; 3, \$2.85; 5, \$4.50, delivered.



SNOWBALL.

## *Deutzia*—Pride of Rochester

A very vigorous grower with attractive foliage; develops into a well shaped bush producing a wonderful display of large double white flowers throughout the month of June. Upright grower reaching a height of 6 to 8 feet and a spread of 5 feet or more. A great favorite. See picture at left. Size 2 to 3 feet.

Each, 65c; 3, \$1.85; 5, \$2.65, delivered.



DEUTZIA.

## *Weigelia*—Eva Rathke

The most beautiful and most showy Weigelia with beautiful brilliant crimson flowers, borne profusely and continuously from mid-summer until late fall. These bushes grow 5 to 6 feet in height and spread to 6 feet or more; very easily grown; very hardy and succeeds everywhere. They do well in full sun or partly shaded places. See picture at right. Size 2 to 3 feet.

Each, 85c; 3, \$2.35; 5, \$3.40, delivered.



WEIGELIA  
(EVA RATHKE).

## *Bechtel's Flowering Crab*

This is a low growing ornamental tree of exquisite beauty; makes the best appearance when planted as a single specimen in the lawn. From the middle of May until early June the bushes are covered with bright pink blooms similar in appearance to a small rose. Very hardy, showy, and easily grown. See picture at left. Size 2 to 3 feet.

Each, \$1.25; 3, \$3.45; 5, \$5.25, delivered.



BECHTEL CRAB.

## *Althea*—Rose of Sharon

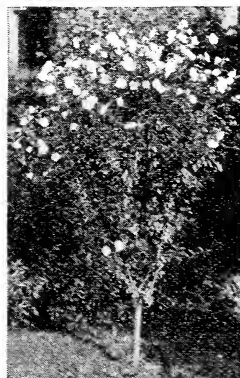
A most beautiful bush in form and growth; reaches a height of from six to eight feet. The large, bell shaped flowers are of many colors as to variety; blooms during August and September when few other shrubs are flowering. A free grower, grows well in almost any kind of soil. See picture at right. Size 2 to 3 feet.

Each, 80c; 3, \$2.15; 5, \$3.25, delivered.

## *Buddleia* (Butterfly Bush) Summer Lilac

*Buddleia* (Butterfly Bush)—Summer lilac. All that the name implies. Blooms very similar to lilac; starts blooming late summer and blooms through the fall until frost. Very popular. Dies down in the fall and produces new bush the following season.

Each, 75c; 3, \$1.95; 5, \$2.85, delivered.



ALTHEA  
(ROSE OF SHARON).

# Plants for Hedges



**Japanese Barberry.**—A beautiful, drooping hedge plant, sometimes used for specimen planting. The foliage is brilliant green in summer, which turns to rich crimson in the fall when the branches are loaded with scarlet berries. Ornamental in the winter as well as in the summer. Ideal for foundation planting.

## Prices, Delivered.

Size 12" to 18"	
Each	\$ 0.50
12 for	3.00
25 for	5.50
100 for	19.55
Size 18" to 24"	
Each	\$ 0.45
12 for	3.75
25 for	6.95
100 for	25.00

## JAPANESE BARBERRY.

100 for

## Bridal Wreath for Hedge

**Spirea Van Houtti (Bridal Wreath).**—We have many calls for small size Van Houtti for hedging purposes. This makes beautiful hedges and is being used for this purpose by some of our best landscape architects so we are, therefore, quoting this in 18" to 24" size: 25 for \$5.35; 50 for \$9.85; 100 for \$17.00.

**Amoor River North Privet.**—This is very similar to California Privet but much harder. The foliage is not quite as lustrous. Extremely fast and upright



## AMOOR RIVER PRIVET HEDGE.

grower. Forms a solid, even green wall and is easily trimmed. When properly pruned or sheared it will give the most pleasing effect.

Size 12" to 18"	
Each	\$ 0.45
12 for	3.75
25 for	6.95
100 for	25.00

**California Privet.**—One of the most popular hedges; half evergreen variety, will stand severe pruning. The leaves are a bright rich green; they are smooth and shiny; easily sheared into a fancy or plain hedge to suit the general planting design. Not quite so hardy in the North as Amoor River Privet.

Size 12" to 18"	
Each	\$ 0.45
12 for	3.75
25 for	6.95
100 for	25.00

# Kellogg's Climbing Vines

*Climbing vines will add dignity, distinction, and beauty to your home. Our office, home, barn, and garage are covered with vines. "Nothing can be used which will soften the harsh lines of architecture like well chosen vines."*

**Dutchman's Pipe (Sipho) (Aristolochia).**—We list the budded variety, Sipho. This is much better than the common Dutchman's Pipe. Magnificent, hardy vine, rapid grower with very large heart-shaped leaves and brownish flowers which resemble in shape a miniature pipe. Splendid for archways or verandas. Being a very rapid grower it forms dense shade.

Prices:—Each, \$1.15; 3, \$3.15; 5, \$4.95; 10, \$9.45.



**Wisteria (Purple Grafted).**—Please do not confuse this with the common Chinese Wisteria which is much inferior to the grafted vines. One of the most elegant and rapid growers of all climbing vines. Attains an immense size; growing as much as 15 feet in a season. Has long pendulous clusters of purple flowers in May and June and in autumn.

Prices:—Each, \$1.15; 3, \$3.15; 5, \$4.95; 10, \$9.45.

**Honeysuckle (Japanese).**—This is a very strong, rapid, and vigorous grower and almost evergreen with pure white flowers changing to yellow which are very fragrant and the vines are covered with flowers from July to December. Holds to foliage until January. One of the most profuse bloomers of all.

Prices:—Each, 50c; 3, \$1.35; 5, \$1.95; 10, \$3.50

**Clematis Paniculata.**—Clematis comes under many forms and varieties. We are listing two of the most popular varieties, Paniculata and Jackmannii. Paniculata also known as sweet scented Japanese Clematis. The Japanese Plant possessing unusual attractive merits, its rapid growth covers trellises and arbors in an astonishing short time with handsome, clean, glossy, green foliage. The flowers are all medium size, pure white, borne in an immense way and of a most delicious fragrance. The flowers appear in September at a season when very few other vines are in bloom.

Prices:—Each, 75c; 3, \$2.10; 5, \$3.25; 10, \$5.95.

**Clematis (Jackmannii).**—Large and turns violet purple. Remarkable for its richness. Quite free in growth and an abundant and successful bloomer. We list only strong two year old plants.

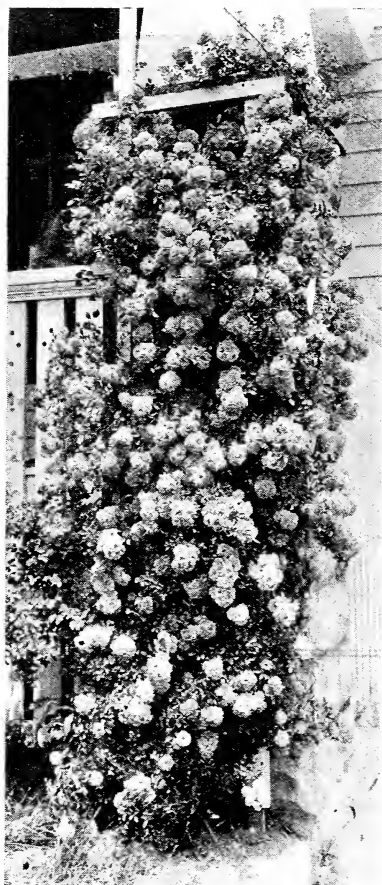
Prices:—Each, \$1.15; 3, \$3.20; 5, \$5.00; 10, \$9.45.

**American Ivy or Virginia Creeper.**—We are all acquainted with this wonderful climbing vine. Rich crimson in autumn. Very rapid grower; exceptionally fine for covering walls, verandas, trunks of trees, etc. Affords shade quickly.

Prices:—Each, 50c; 3, \$1.35; 5, \$1.95; 10, \$3.50.

CLIMBING VINES FOR  
BEAUTY.

# Beautiful Climbing Roses



DOROTHY PERKINS.

*Paul's Scarlet Rambler.*—Of recent introduction. Was originated in England. It is a true rambler but is an entirely distinct hybrid and without question the most important addition to the list of climbing roses in recent years. Vivid scarlet of incomparable brilliancy which color is maintained without burning or bleaching, until petals drop. Blooms are produced in clusters of from three to six each on large branch canes, the plants being literally covered with flowers from top to bottom. Delivered prices:

Each, 75c; 3, \$2.10; 5, \$3.25; 10, \$6.00.

*Crimson Rambler.*—This is one of the first of the ramblers and was introduced into this country from Japan in 1894. Too well known to need a long description; everyone is familiar with its large clusters of crimson flowers. Extremely popular. Delivered prices:

Each, 75c; 3, \$2.10; 5, \$3.25; 10, \$6.00.

*Dr. Van Fleet.*—This rose is becoming very popular because of its dainty color and exquisitely shaped buds and flowers which appeal to all. The buds are long and pointed of flesh pink, borne on long stems, 12 to 18 inches long. Splendid variety for cutting. Delivered prices:

Each, 75c; 3, \$2.10; 5, \$3.25; 10, \$6.00.

*Dorothy Perkins.*—Named after the originator's daughter. A clear, cherry pink of sweet fragrance; seldom fails to give satisfaction because of its rapid, strong growth and healthy foliage. One of the very best and most popular climbers. Delivered prices:

Each, 75c; 3, \$2.10; 5, \$3.25; 10, \$6.00.

*Climbing American Beauty.*—The flowers are very large and considered one of the best climbers. Color is a pleasing rose pink; of splendid form and good substance. This variety is all that the name implies. Delivered prices:

Each, 90c; 3, \$2.55; 5, \$4.00; 10, \$7.50.

*Excelsior.*—This somewhat resembles the Crimson Rambler. The color is blood red and tips of the petals are tinged with scarlet. The flowers are double and foliage is a dark glossy green which is very healthy. Excelsior, sometimes called the red Dorothy Perkins.

Delivered prices: Each, 75c; 3, \$2.10; 5, \$3.25; 10, \$6.00.

## Baby Ramblers

### Polyantha Roses (Fairy or Baby Ramblers)

We are listing just two varieties of the Baby Ramblers which we feel are the most popular and greatest in demand. Our motto is to give you the best possible in the way of selections and quality. We are, therefore, offering just two varieties of Baby Ramblers.

*Baby Rambler.*—When in bloom this bush presents the appearance of a bouquet except for a glimpse here and there of the deep, glossy green leaves. Color of the blooms is crimson red and splendidly fragrant. For a rose hedge it has no superior among all roses because its blooming period covers a long season.

*Baby Dorothy Perkins.*—This is somewhat similar in color to the climbing Dorothy Perkins and in every respect equal to the Baby Rambler above described, except the color of the bloom, which is an indescribable shade of pink.

Delivered prices: Each, \$1.00; 3, \$2.85; 5, \$4.50; 10, \$8.50.



# Rose Bushes

We handle only two year old budded roses which are budded on imported root stocks. These roses bloom more profusely and grow more vigorously than "own root roses." If you follow our simple instructions on planting roses, your rose garden should be a big success. Instruction book furnished with each order.

*Lady Hillingdon.*—Of good quality and size. Elegant buds which open into handsome flowers of clear apricot yellow.

*Killarney Brilliant.*—Sparkling cerise-pink, the shading is lighter at the base of petal. A wonderful improvement over Killarney.

*Gruss An Teplitz.*—Rich, scarlet, shading to velvety crimson. *Kaiserin Augusta Victoria.*—Soft, pearly white tinted lemon in center. Very fragrant.

*Mrs. Aron Ward.*—Very attractive either in bud or full bloom. Of distinct Indian yellow, shading lighter towards the edges. Under certain weather conditions will sometimes come a yellow tinted white.

*Los Angeles.*—Strong grower. The rosy, fragrant rose of flaming pink shading to gold at base of petals. Priced below.

## Hardy Hybrid Perpetuals

*American Beauty.*—Deep pink to soft carmine.

*Frau Karl Druschki.*—Fine snow-white, vigorous grower and very hardy.

*Paul Neyron.*—Deep rose. Largest of all roses. Has good foliage.

*General Jacqueminot.*—Brilliant scarlet crimson. Superb flower.

*Hadley.*—Very rich, velvety, crimson scarlet, retaining its brilliancy at all seasons of the year. The large double blooms are in great demand for cut flowers. Prices: Each, \$1.00; 3, \$2.85; 5, \$4.50; 10, \$8.50.

## Mrs. Beatty's Own Gladiolus

I thank you ladies and men, too, for the many nice orders you sent in for gladiolus bulbs last year. Come again, I have a very fine selection of big blooming size bulbs for you this year and hope you won't forget me. I am sure you would want a whole garden full if you could see them blooming here.



### Collection No. 1, Large No. 1 Bulbs

Alice Tiplady	Orange
America	Light pink
Black Eye	Deep red, black throat
Copper Prim	Burnished copper
Evening Primrose	Light rose and cream; large
L. Emmaculee	Pure white
Mrs. F. Pendleton	Pink, maroon throat
Panama	Large, deep pink
Rose Louisante	Exquisite pink; lighter throat
1910 Rose	Deepest rose—light lines in petals
Anna Eberius	Purple
Niagara	Yellow
12 Bulbs, one of each variety	\$1.00
25 Bulbs, two of each variety, one extra	1.85
50 Bulbs, four of each variety, two extra	3.50
100 Bulbs, eight of each variety, four extra	6.45

### Collection No. 2, Large No. 1 Bulbs

Herada	Mauve or rosy purple
Byron L. Smith	Lavender, pink and white
E. J. Shaylor	Deep rose-pink
Evelyn Kirtland	Rosy pink-scarlet blotches
Flora	Clear light yellow; fine
Mary Pickford	Pure white, yellow throat
Rose Ash	Deep rose, with ashy sheen
Mrs. Moulton	American Beauty Red
Crimson Glow	Large deep crimson
Scarlando	Fine; orange scarlet
Pink Wonder	Large, light pink
Mrs. Dr. Norton	White, tinting to pink and lavender
12 Bulbs, one of each variety	\$1.50
25 Bulbs, two of each variety, one extra	2.75
50 Bulbs, four of each variety, two extra	5.00
100 Bulbs, eight of each variety, four extra	8.00

### BARGAIN COLLECTION

#### Special Mixture

This collection is made up of many varieties, all large No. 1 Bulbs. A wonderful collection of varied colors of beauty.

12 Bulbs for	\$0.50
25 Bulbs for	.95
50 Bulbs for	1.50
100 Bulbs for	2.00

All bulbs will be sent to you early in the spring, delivered by prepaid parcel post.

# Kellogg's Favorite Fruit Trees



*Kellogg Trees Bear Big Crops of Choice Fruit.*

*The Reason for Kellogg Fruit Trees.* For years we grew only the Kellogg Thorobred Pedigree Strawberry Plants which have been sent out by the millions. The big crops and big profits growers realized from these plants brought inquiries for raspberry, blackberry, and grape plants that would grow and fruit like the Kellogg Strawberry Plants. We obeyed orders and in 1925 we were prepared to furnish Kellogg Customers with these plants. Now, we are one of the largest growers of raspberry, blackberry and grape plants in the country.

*One good thing calls for another.* The unusual results obtained from the Kellogg berry plants created a demand for fruit trees of the Kellogg quality. We again obeyed orders and in 1927 we announced that we were now prepared to furnish Kellogg Customers with Kellogg Fruit Trees of the same quality as the Kellogg berry plants.

*Now, you know the reason for Kellogg fruit trees and it's a mighty good reason. What could go together better*

than fruit trees and berries? You can grow berries in your young orchard and make money while your trees are coming into bearing. When you order your fruit trees, be sure you get the kind that will bear heavily when they do come into bearing, like the Kellogg berry plants.

*When you set fruit trees* you are making a permanent investment. You cannot afford to set a poorly grown, weak tree when you can get the Kellogg quality, the very best, for a trifle more. You can get fruit trees from 40c up but you cannot get the 40c kind here because we do not believe in that kind. We never have and we never will offer Kellogg Customers anything that we would not plant ourselves and we will never charge more than we would be willing to pay. Kellogg price always is in harmony with Kellogg quality.

## Kellogg's "Brace-Pack" Insures Safe Delivery

Kellogg's "Brace-Pack" means that every Kellogg tree or bundle of trees is firmly tied and braced to a board longer than the trees before wrapping and packing for shipment (see package at right) which prevents breaking and barking and insures safe delivery. You want the best trees and you want them to reach you in the best possible condition, and that's exactly what you're going to get when you order Kellogg quality trees.



"BRACE-PACK."

## Super-Quality—Safe Delivery

*Kellogg trees are super-quality trees*, the very best that can be grown; straight, heavy rooted trees that you can safely set; guaranteed true to name. The Kellogg name, trademark, reputation, and guaranty are back of every one of them. All trees are two year olds, excepting peach and one year old peach is better than the two year olds. Order Kellogg quality trees under the protection of the Kellogg guaranty, name and reputation and you'll get the same results that you have been getting from the famous Kellogg Thorobred Pedigree Berry Plants.

All Kellogg Fruit Trees will measure four to five feet and up.



# DELICIOUS APPLES



**Delicious.**—All the name implies. Most popular mid-winter eating and dessert apple grown, and ideal for pies; a variety of very highest quality; fruit is large, somewhat conical in shape, tapering at the base into five distinct points or knobs. Color is of a beautiful crimson somewhat mottled. This color and unique shape make it ideal for the fancy trade. Delicious always demands the highest price. The trees are vigorous, rather upright growers and come into bearing at an early age. I have a young orchard of about twenty acres planted exclusively to Delicious from which we picked this past season, a little better than 10,000 bushels of choice apples which brought a good price.

## Other Kellogg Apples

**Baldwin.**—A splendid keeping, winter variety. December to March.

**Yellow Transparent.**—One of earliest good dessert apples to ripen. Yellowish-white.

**Grimes' Golden.**—Has delicious flavor all its own. Early winter.

**Jonathan.**—Beautiful, bright red; flesh is white, juicy. Excellent flavor. Late fall.

**Staymen's Winesap.**—Dark red skin, tinged with yellow. Succeeds on poor soil. Always dependable.

**Wealthy.**—Almost solid red. Juicy, crisp. Fall.

**Rome Beauty.**—Yellow, overlaid with red stripes. Excellent quality. Winter.

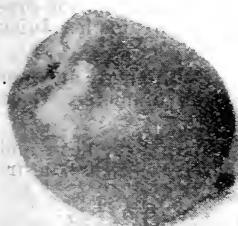
**McIntosh Red.**—Spicy, bright red, of the highest quality. Late fall.

**Winter Banana.**—Lemon-yellow fruit with bright red cheek. Slightly banana flavor. Winter.

**Whitney Crab.**—Large crabapple, green striped with red. Fine for eating.

**Sweet Bough.**—Summer apple, the earliest large sweet apple of real quality.

Two Year Trees 4 to 5 Feet and Up.  
Each, 90c; 5, \$4.00; 10, \$7.30; 25, \$16.75;  
100, \$60.00, delivered.



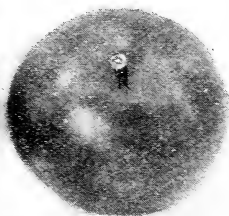
DELICIOUS



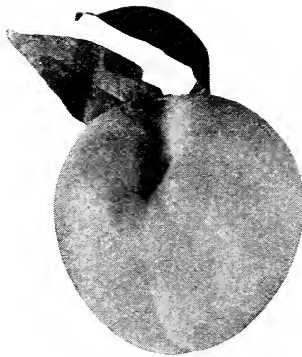
JONATHAN



GRIMES' GOLDEN



MCINTOSH



ELBERTA.

# Kellogg Peach Trees

*Elberta (Yellow Freestone).*—Elberta is the peer of all commercial peaches; the most popular peach on the market. America's leader. Fruits heavily in almost all soils and climates. Very healthy; trees come into bearing early and will grow and fruit for many years. The peaches are large, handsome, and splendid for canning. Ships and keeps remarkably well. Fruit is of golden yellow with bright red cheek. Firm and juicy. Ripens in most sections early in September. Our biggest seller.

*J. H. Hale (Yellow Freestone).*—Resembles Elberta only the fruit is larger and a little more highly colored. A truly handsome peach; flesh firm, fine grained, and high quality. An excellent shipper, ripens early in August or early September. Fruits best when planted with Elberta.

*Belle of Georgia (White Freestone).*—A creamy white peach with a beautiful crimson cheek. Trees are hardy, vigorous, and very productive.

*Late Crawford (Yellow Freestone).*—A very high quality peach of rich flavor; the trees are hardy, vigorous and healthy. Fruit large and handsome, ripens a trifle later than Elberta.

*Early Crawford (Yellow Freestone).*—A wonderful yellow peach for the home orchard. Very rich, juicy, and highly flavored; fruit very large. Ripens in Michigan latter part of August. The very best eating and canning peach.

*Mayflower (Freestone).*—One of the earliest peaches to ripen. Color red all over with creamy white flesh; fine flavor. One of our best selling early varieties.

*Rochester (Yellow Freestone).*—A remarkable, new early peach which combines the high quality of the Early Crawford; as productive as Elberta. Recognized as the best early yellow freestone.

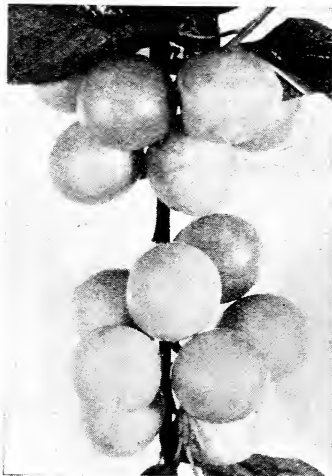
*Mammoth Heath Cling.*—A late variety; a great favorite for canning and preserving. The very best of the clingstone varieties.

## Delivered Peach Tree Prices Prepaid

One Year Trees, 4 to 5 ft. and up, each, 75c; 5, \$2.95; 10, \$5.45; 25, \$11.95; 100, \$40.00.

# Kellogg Plum Trees

*German Prune.*—Large, long, oval-shaped variety. Much used for drying; exceptionally fine for canning. Color dark purple, with bluish bloom. Of a very agreeable and rich flavor. Tree productive and hardy. Our best selling variety.



BURBANK.

*Burbank.*—Abundant yearly bearer; fruit is large, roundish, dark red or purplish, with thin lilac bloom. Flesh amber yellow, melting, juicy with rich sugary flavor. It is practically curculio-proof and is very free from disease.

*Abundance.*—Large and beautiful, rich bright cherry color. Flesh light yellow. Trees bear young and are very hardy.

*Shropshire Damson.*—One of the finest plums for preserving. Fruit small, oval-shape. Skin purple. Juicy and rather tart.

*Waneta.*—Combines best points of Japanese and native plums. Averages two inches in diameter. Good red color.

*Wickson.*—Produces yellow fruit with firm flesh and of deep red color. Extra good quality. A very desirable and profitable plum.

## Delivered Plum Tree Prices Prepaid

Two Year Trees 4 to 5 Feet and Up.  
Each, \$1.25; 5 for \$4.85; 10 for \$8.45; 25 for \$18.75.



MONTMORENCY.

## Kellogg Cherry Trees

*Early Richmond.*—The most popular, early sour cherry grown. Fine for canning and pies.

*Montmorency.*—This is without doubt the king of sour cherries. There are more Montmorency cherries canned annually than any other variety of sour cherries. Thousands of acres are planted in Michigan, Wisconsin, New York states for large canneries. Montmorency is larger in size and more productive than Early Richmond and we believe more profitable. Ideal for the home and commercial orchard.

*Black Tartarian.*—A large, bright purplish black, half tender, rich and juicy cherry of excellent flavor. One of the most popular because of its adaptability to climatic conditions. Will grow where any other sweet cherry grows.

*Royal Anne or Napoleon Bigereau.*—Exceptionally large; pale yellow; bright red cheek; firm, juicy and sweet; exceedingly productive, and positively

the best yellow sweet cherry. Good for canning.

*Schmidt's Bigereau.*—Very hardy and productive; fruit grows in clusters and is of the largest size; skin deep black, dark flesh; juicy and tender. Brings highest prices where quality is appreciated.

*Windsor.*—This is a new variety of recent introduction; the fruit is very large, is remarkably firm; fine quality. A good late market variety. Color dark purplish brown.

Two Year Trees 4 to 5 feet and up, each, \$1.25; 5, \$4.85; 10, \$8.45; 25, \$18.75; 100, \$64.

## Kellogg Pear Trees

*Bartlett.*—A summer variety, golden yellow with red cheek when fully ripe; exceptionally fine for dessert and canning; most popular of all pears. Will keep quite late but like all pears, should be picked before fully ripe. Will keep quite late and color up in storage.

*Clapp's Favorite.*—Of uniform size; lemon yellow color; juicy, sweet and rich. Ripens late in August.

*Seckel.*—Small, rich and russet brown. One of the best and highest flavored of all pears. The standard of quality; very productive and hardy. Trees are long lived.

*Keiffer.*—Large, rich, golden yellow; sometimes tinted red; fair quality, but not a distinct dessert variety. Its value is from a canning standpoint and in this it excels most varieties.

Two Year Trees 4 to 5 feet and up, each, \$1.25; 5, \$4.85; 10, \$8.45; 25, \$18.75; 100, \$64.



"SOME PEARS."

## Kellogg Shade Trees

*Catalpa Bungeii (Umbrella Tree).*—Just the tree to be used for formal effects. Has a broad dome-shaped head at the top of a long straight stem. 4½ ft. stems.

Each, \$2.25; 5 for \$8.75, delivered.

*Catalpa Speciosa.*—Very fine and hardy. Adapted for force as well as ornamental planting. Beautiful white flowers in July. 5 to 6 feet.

Each, \$1.00; 5 for \$3.50, delivered.

*Silver or Soft Maple.*—Our most valuable tree for landscaping and street planting. 8 to 10 feet.

Each, \$1.85; 5 for \$7.75, delivered.

*Norway Maple.*—Without doubt the finest of the hard maples. 6 to 8 feet.

Each, \$3.25; 5 for \$13.35, delivered.

*American Elm.*—One of the greatest park or shade trees. Very graceful and a universal favorite. 6 to 8 feet.

Each, \$2.85; 5 for \$11.00, delivered.

*Sugar or Rock Hard Maple.*—The foliage turns to brilliant red and yellow shades in autumn. 6 to 8 feet.

Each, \$2.85; 5 for \$11.00, delivered.

*Lombardy or Italian Poplar.*—6 to 8 feet.

Each, \$1.35; 5, \$5.45, delivered.

# Kellogg's DELIVERED Prices

## 1928

### Order in Multiples of Twenty-Five

All Strawberry Plants are tied in bunches of 25 plants, and we will not split bunches. You should, therefore, order Strawberry Plants only in multiples of 25. Raspberries and Blackberries may be ordered in multiples of 12 or 25. Grapes may be ordered singly and other stock may be ordered in multiples of any quantity priced.

When you buy Kellogg Thorobred Pedigree Plants, you get your money's worth. The plants are freshly dug. They are cleaned, pruned and packed to reach you in good condition, and they are guaranteed to be pure, healthy and true to name or your money back.

Prices apply separately to each variety in the columns in which they are given—not to a combination of varieties. For example, 200 plants of Kellogg's Premier (in Col. No. 3) will cost you \$2.70, but 100 Premier and 100 K. Prize will cost you \$3.40—\$1.70 for the Premier and \$1.70 for the Prize.

### We Pay All Parcel Post and Express

You save all express and parcel post charges when you order of Kellogg, because we pre-pay those charges here. This saves you trouble and guess. Order as many Kellogg Plants or as much other stock as you like, and you will have nothing more to pay when your stock is received. This is part of our service to Kellogg Customers.

## PRICES OF STRAWBERRY PLANTS

COLUMN 1 Standard Varieties	COLUMN 2 Standard Varieties	COLUMN 3 Standard Varieties	COLUMN 4 Standard Varieties	COLUMN 5 Everbearers
<b>Senator Dunlap (B)</b>	<b>Aroma (B) Gibson (B) Dr. Burrill (B)</b>	<b>Early Bird (B) Parcell (P) K. Premier (B) Magic Gem (B) K. Prize (P) K. Big Late (P) K. Delicious (B) K. Marvel (B)</b>	<b>K. Beauty (B)</b>	<b>Progressive (B)</b>
Plants      Price	Plants      Price	Plants      Price	Plants      Price	Plants      Price
25 \$ .40	25 \$ .50	25 \$ .70	25 \$ 1.25	25 \$ 1.05
50 .65	50 .75	50 1.05	50 1.95	50 1.55
75 .85	75 1.00	75 1.40	75 2.55	75 2.10
100 1.00	100 1.20	100 1.70	100 3.00	100 2.55
125 1.15	125 1.35	125 1.95	125 3.45	125 2.95
150 1.30	150 1.55	150 2.20	150 3.90	150 3.30
200 1.60	200 1.90	200 2.70	200 4.80	200 4.05
250 1.90	250 2.25	250 3.20	250 5.70	250 4.80
300 2.20	300 2.60	300 3.70	300 6.60	300 5.55
400 2.70	400 3.15	400 4.50	400 8.10	400 6.75
500 3.00	500 3.50	500 5.00	500 9.00	500 7.50
1000 5.75	1000 6.75	1000 9.75	1000 17.75	1000 14.75
2000 11.00	2000 13.00	2000 19.00	2000 35.00	2000 29.00
3000 15.75	3000 18.75	3000 27.00	3000 51.75	3000 42.75
4000 20.00	4000 24.00	4000 34.00	4000 68.00	4000 56.00
5000 24.00	5000 28.75	5000 42.00	5000 83.75	5000 68.75
10000 46.00	10000 55.00	10000 79.00		
More than 10,000 at rate of \$4.50 per thousand.	More than 10,000 at rate of \$5.50 per thousand.	More than 10,000 at rate of \$7.90 per thousand.	More than 5,000 at rate of \$16.75 per thousand.	More than 5,000 at rate of \$13.75 per thousand.

## —Order New, Healthy Plants Only!—

The best way in the world to assure yourself of success in strawberry growing, or other small fruit growing, is to order new, healthy stock. Do not take plants from your own bed. Particularly do not take them from a bed that has fruited. Good, healthy, fruitful stock cannot be obtained in that way.

We say this emphatically and positively. The best plants for you are young plants from stock that has never been weakened by fruiting. Kellogg's Thorobred Pedigree Plants are the healthiest, purest, and most reliable plants you can buy. They are all young, healthy, vigorous plants taken from the finest propagating beds only. We guarantee them to be true to name and healthy or your money back, and we are prepared to make good this guarantee.

# Kellogg's Cuthbert Red Raspberries



Kellogg's Cuthbert Red Raspberries are most delicious for home use, very profitable for market, and an absolutely dependable grower.

The plant pictured here is a good representation of a Kellogg Cuthbert plant one year after planting; measured nearly six feet from the ground to the top; eight canes growing from this one plant, all loaded with strong fruit buds and all set for a big crop of delicious berries.

The berries in the dish show the shape and color of the berries quite accurately, but they do not represent the correct size. Kellogg's Cuthbert Red Raspberries often grow as large again as the berries shown in the dish. This picture had to be reduced to get it into this space.

There are many varieties of red raspberries, but we grow only the Cuthbert because it has been our experience that the Cuthbert is the King of all red raspberries.

Kellogg's Cuthbert plants have won a reputation for heavy fruiting. They have made a record of \$1,200 per acre; \$3,600 from a three acre test.



## KELLOGG'S CUTHBERT PLANTS INSURE FULL SATISFACTION

The very best Cuthbert Red Raspberry Plants are far better and far cheaper than plants which are not quite so good. A little difference in the quality of berry plants makes a mighty big difference in the crop and the profit.

Kellogg's Cuthbert Red Raspberry Plants will come to you pure, healthy, and true to name and they will reach you in good growing condition. Kellogg's Cuthbert plants are grown, graded, and selected with just one thing in mind and that one thing is *full satisfaction*.

### KELLOGG'S DELIVERED PRICES

12	25	36	50	75	100	500	1000	2000	3000	5000
Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants	Plants
\$1.10	\$1.75	\$2.10	\$2.45	\$3.10	\$3.75	\$15.00	\$23.50	\$54.00	\$78.00	\$118.00

# Kellogg's

## Big New Beauty

### KELLOGG'S BEAUTY

*The Strawberry That  
KEEPS WELL*

All strawberries are beautiful, but Kellogg's Beauty is the most beautiful of them all.

All strawberries are delicious, but Kellogg's Beauty is more than delicious. It's scrumptuous.

All strawberries sparkle more or less, but Kellogg's Beauty is the prize-winning, sparkling strawberry.

All strawberries will keep in good condition for a time, but Kellogg's Beauty is the best keeping strawberry on record.

All strawberries have many good qualities, but Kellogg's Beauty is the quality of qualities.

All strawberries have their admirers, but Kellogg's Beauty is admired by all.

Kellogg's Beauty will give you beauty, quality, quantity, and profit. Kellogg's Beauty is all you can wish for in strawberries.

For detailed description, see page 13.

R. M. KELLOGG CO.  
THREE RIVERS, MICH.  
U. S. A.



*The  
Sparkling  
Strawberry*